

## VISIT MORAY SPEYSIDE BOARD MEETING AGENDA

<b>Date:</b> Thursday 5 <sup>th</sup> October	<b>Venue:</b> Teams (Calendar Invite)	<b>Time:</b> 15:00 – 17:00
<b>Teams Link:</b>	<a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_YWJiOTIiOTEtOWY0Ny00Njc2LTliYTEtNTkwMGM2NzQ1NzA0%40thread.v2/0?context=%7b%22Tid%22%3a%2236831d97-b9ca-4763-a89a-ef0c02b6c3c3%22%2c%22Oid%22%3a%22beca2604-1dbe-4c47-8f87-7be3d8d65c9e%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_YWJiOTIiOTEtOWY0Ny00Njc2LTliYTEtNTkwMGM2NzQ1NzA0%40thread.v2/0?context=%7b%22Tid%22%3a%2236831d97-b9ca-4763-a89a-ef0c02b6c3c3%22%2c%22Oid%22%3a%22beca2604-1dbe-4c47-8f87-7be3d8d65c9e%22%7d</a>	
<b>Dropbox Link to Papers</b>	<a href="https://www.dropbox.com/scl/fo/8f5bcyss6f50j4httsnl/h?dl=0&amp;rlkey=1cdtkx60r2gy4j1ijfl6r19">https://www.dropbox.com/scl/fo/8f5bcyss6f50j4httsnl/h?dl=0&amp;rlkey=1cdtkx60r2gy4j1ijfl6r19</a>	
ITEM	SUBJECT	LEAD
1.	<p><b>Welcome and Apologies / Declarations of Interest</b></p> <p><b>Minutes</b> GC Welcomed Attendees: Ed Tennant (ET), Lisa Farley (LF), Ian Chapman (IC), Esther Green (EG), Stewart Fotheringham (SF) and Gemma Cruickshank (GC)</p> <p>GC Any Declarations No Declarations</p>	Chair
2.	<p><b>Review &amp; Approval of Previous Minutes</b></p> <ul style="list-style-type: none"> <li>Directors are invited to review the minutes of the Board Meeting which took place on 3<sup>rd</sup> August 2023.</li> </ul> <p>August Board Meeting Minutes <a href="#">HERE</a></p> <p><b>Minutes</b> GC asked if there were any issues with previous minutes No issues with previous minutes LF flagged to discuss support from HIE about business models in AOCB section.</p>	Chair
3.	<p><b>Finance Update</b></p> <ul style="list-style-type: none"> <li>Directors are invited to review the most recent management / finance information. Profit &amp; Loss / Balance Sheet / Executive Summary / Business Snapshot in the finance package.</li> <li>Finance Package <a href="#">HERE</a></li> </ul>	GC

	<p><b>Levy Payment / Collection Update</b></p> <ul style="list-style-type: none"> <li>• Invoices were issued first week of April and included a leaflet that includes information of what we have achieved, how they can get involved and what's coming up.</li> <li>• Second levy invoice for 2023 will be issued on 9<sup>th</sup> October</li> <li>• Warrants?</li> <li>• There has been a levy issue <a href="#">FAQ Document</a> prepared to assist should you have any questions from levy payers.</li> </ul> <p><b>Minutes</b> GC asked if there were any questions around the finance package available in DropBox. No queries.</p> <p>GC explained the warrants had gone out on Thursday 28<sup>th</sup> September and the second half of invoices were issued on the 2<sup>nd</sup> of October so it has been a busy week dealing with enquiries.</p>	
4.	<p><b>Staffing Update</b> No update</p>	GC
5.	<p><b>HIE Recovery Programme Update</b></p> <ul style="list-style-type: none"> <li>• The HIE Recovery Programme is well underway with the funding coming to an end in March 2023. The team will provide written updates on what they have been working on and these documents will be in the shared Dropbox folder in due course. David will not be providing an update this meeting due to annual leave.</li> </ul> <p>Themes that will progress in future quarters:</p> <ul style="list-style-type: none"> <li>- Agritourism</li> <li>- Fair B&amp;B – we are starting to look to progress this as it is now in Scots Law.</li> </ul> <p><b>Minutes</b> GC did a quick run through of current projects, Restaurant Week, Travel Trade project, Customer Service and Marketing workshops. More information can be found in Brooke and Euan's updates <a href="#">here</a></p> <p>No questions were raised.</p>	GC
6.	<p><b>Key Activities Delivered in Last Quarter</b></p> <p>GC will provide an update on key activities from last quarter.</p>	GC

- Taste of Moray Speyside was launched on 30<sup>th</sup> June 2023 – 69 businesses are now included.
- Absolute Bandits media visit – 6<sup>th</sup> – 8<sup>th</sup> September
- National Geographic adverts – Traveller and Food Traveller magazines
- Travel Trade Newsletter – July 2023 first one
- Heritage expression of interest has been submitted
- Buckie Tourism Network Meeting was setup in September
- Winter Festival Roadshows were undertaken in July – 9 successful applications – total of £11,490 through HIE funding.

### Key Activities in Next Quarter

- Further development of Golf Group in October
- Further Tourism Network Groups created such as Keith
- Blogger/Press Trip in November to showcase Food & Drink
- Restaurant Week – 13<sup>th</sup> – 19<sup>th</sup> November
- Launch of Winter Festival in October
- Travel Trade Workshops in October in partnership with VisitScotland
- Travel Trade FAM Trip in November 16<sup>th</sup> & 17<sup>th</sup> in partnership with UKInbound
- Marketing Workshops will be held in October in partnership with Business Gateway
- CompleteWorks Customer Service Training 26<sup>th</sup> October – 12 booked so far – open to 22
- Moray wide customer service training course – soft launch in November for official launch in January
- Membership survey results
- TVL member views survey

### Minutes

GC ran through the in progress or next projects to be started on for the next quarter.

GC advised membership survey was issued out on Monday 25<sup>th</sup> via newsletter and had since received 22 responses. When asked ‘What will you vote in the rebalot in 2025’? Less than 20% said they would vote no, around 30% were unsure and 40% said they would vote yes. This was more positive than expected but no real information was provided on what they would like to see VMS focus on. The survey will be open until the start of November to encourage more responses.

IC suggested we should create some incentives for people to complete surveys. Something along the lines of their property showcased on the VMS homepage for a week or an advert in a publication etc.

7.

GC

	<p>EG said to use the Tourism Networks as a way to engage and gather feedback. Taking it to Speyside and Forres Network Meetings.</p> <p>ET said the results were very positive and most likely the ones who don't necessarily like us would have completed the survey which in turn didn't generate too bad a result on the BID ballot.</p>	
8.	<p><b>SSE Beatrice Update &amp; Applications Received to Review</b></p> <ul style="list-style-type: none"> <li>• Funding is in the reserve account and can be used only to support Community Toilets Project.</li> <li>• First application approved was Portknockie Paddling Pool group for £5,000 to support refurbishment of harbour toilets. Payment was made on 6<sup>th</sup> July</li> <li>• VMS contributed an additional £1,000 towards overall project cost of £30,000</li> <li>• Findhorn have applied and have been successful for £5,000 to refurbish their toilets. The funds have not been paid due to the refurb still on-going. Once completion report and photos have been received the payment will be made.</li> <li>• Findhorn have made a second application and this is just in progress</li> <li>• Forres have been in contact to consider an application for the Grant Park toilets</li> <li>• Portknockie Paddling Pool Group have submitted a second application for mens toilets</li> </ul> <p>- <i>If no update for next Board Meeting this section will be reduced.</i></p>	BF
9.	<p><b>Membership Applications Received to Review</b></p> <ul style="list-style-type: none"> <li>• New Opt-In Member leaflets have been created to encourage more members when out and about, you can view them <a href="#">here</a></li> <li>• Directors are reminded that as part of reaching their decisions on the acceptance of membership applications, Directors should consider the specific requirements of <a href="#">section 172</a> of the Companies Act 2006 and the need to promote the success of the Company for the benefit of its members as a whole, per the Company's Articles of Association – <a href="#">HERE</a></li> <li>• Opt-In Member Discussion – how we move forward with this, track it and manage it.</li> </ul> <p><b>Minutes</b></p> <p>GC – there have been no new member applications, however, feel this should be sent out prior to the AGM to invite more levy payers to become members and have the option to come along to the AGM. All board members agreed.</p>	GC

GC – also suggested that the need for levy payers to opt in should be removed in the next ballot so everyone becomes a member and can come along to the AGM. Full board in agreement but this will need to be approved at the ballot period and removed from the Arts & Mems.

**AOCB**

- Directors are invited to raise any other items of competent or relevant business
- Business Model Discussion Next Steps
- AGM – Jan 2024

**Minutes**

GC asked if any Directors had anything to raise i.e concerns etc. All Directors advised nothing to raise

LF started off with the Business model discussion and advised that GC was feeling a bit overwhelmed with the possibility of changing the BID to a Commercialised model with no experience or knowledge on this. LF & GC felt that a BID was the right choice for 2025 but work needs to be done to change people round.

ET agreed that to continue as a BID makes sense with a CEO that understands the BID process. All other Directors agreed with this statement.

SF suggested that an action plan was created for the lead up to the ballot. All Directors agreed.

10. IC suggested that we still continue to look into a commercialised model and look at the potential to introduce a hybrid model during the second BID term. A working group to investigate this has been created with IC, LF, GC, EG and SF. The hybrid model could be looking at sponsorship income for an example. The transition shouldn't be looked upon as a formidable and could lead to a lot of potential for VMS.

ALL

SF asked if a commercial model means there need to be a separate entity from VMS?

IC said this would need to be investigated to see how this would work.

SF agreed that another BID was the right decision which buys us more time to explore the commercial model and get it right. It gives VMS time to gain consistency with brand, the team and the support offering.

LF agreed and said we need to explore the mechanics of a commercial model before implementing.

EG agreed on brand development & services and would like to be part of the working group on researching the commercial model.

GC is attending a strategic event in Budapest in November with organisations from all over the world which could be a great networking opportunity to find out what other organisations do and what works well.

IC pointed out that a rebalot is a high risk on our risk register. We may need a subgroup to identify the risks and to mitigate them. Suggests there are two or three strategic projects the working group work on; one commercial model, BID Model and partnership with Moray Council as a possibility to consider all risks.

GC said in the lead up to the rebalot there will be business breakfast, lunch drop ins and evening sessions to engage with our members and feedback changes we plan to make but hear their thoughts and views on what they would like to see in the business plan for the next five year term. All Directors agreed on this process and offered support at these events.

SF suggested great option to do member spotlight from using member venues to host these events and gives them great exposure.

IC said we need to set out clear objectives, action plan, how we plan to achieve it and how we measure it.

SF agreed to be on the working group and will reach out to his contact Danielle Mcrorie-Smith at Stirling BID to ask for any contacts or ideas and also to Marc Crothall at STA to have a chat in his new position on the VMS board and how STA can support.

SF mentioned about introducing a more fluid communication going into a particularly busy period to be able to communicate quickly and effectively and respond to urgent enquiries. All Directors agreed and a Slack group has been created with all Directors.

GC asked for any final comments. No final comments.

**2023/24 Board Meeting Dates: These have now moved to Wednesday's in 2024 3pm – 5pm**

**We are looking for venues to hold the board meetings to move them around. If anyone would like to host the board meeting please let me know and which date.**

30<sup>th</sup> November

10<sup>th</sup> January 2024

GOVERNANCE CALENDAR – NEXT ITEMS IN CYCLE

(Refer to Governance Calendar on Board Drive)

Appoint Vice Chair

Recruitment of Directors

Annual Accounts – should be underway