

VISIT MORAY SPEYSIDE BOARD MEETING AGENDA

Date: Wednesday 6 th March 2024	Venue: Dolphin Centre & Teams	Time: 15:00 – 17:00
Teams Link:	https://teams.microsoft.com/l/meetup-join/19%3ameeting_Y2Q2M2M4MTAtNTQ3MC00NDQ3LTg1YTctYTk3ZmVmMGFmOTE1%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	
Dropbox Link to Papers		
ITEM	SUBJECT	LEAD
1.	Welcome and Apologies / Declarations of Interest	Chair
	<p>Review & Approval of Previous Minutes</p> <ul style="list-style-type: none"> • Directors are invited to review the minutes of the Board Meeting which took place on 10th January 2024. <p style="padding-left: 40px;">January Board Minutes were sent to Directors prior to meeting.</p> <p>MINUTES</p> <p>Present</p> <p>Lisa Farley LF (Chair) Ilan Chapman IC Gemma Cruickshank GC Esther Green EG Ed Tennant ET Stewart Fotheringham SF</p>	
2.	<p>James Creane-Smith JCS</p> <p>Apologies</p> <p>Caroline Ronald CR Vena Raffle VR Oliver Lyon OL</p> <ul style="list-style-type: none"> - Directors approved a quorum for the meeting to take place. - No declarations raised. - Minutes from previous meeting approved. - The Board discussed the transparency of file sharing with levy payers and agreed for VMS to create a password protected section on the website for levy payers to access this information and for GC to redact any sensitive information to safeguard our levy payers. - IC suggested creating a information sharing policy so we can refer back to this in future and the stance we can take on the transparency of the organisation. 	Chair

3.	<p>Finance Update</p> <ul style="list-style-type: none"> • Directors are invited to review the most recent management / finance information. Profit & Loss / Balance Sheet / Executive Summary / Business Snapshot in the finance package. • Finance Package was sent to Directors prior to meeting. <p>MINUTES</p> <ul style="list-style-type: none"> - Board approved finance package and had no questions. <p>Levy Payment / Collection Update</p> <ul style="list-style-type: none"> • Second part of invoices were issued first week of October and included a leaflet that includes information of what we have achieved, how they can get involved and what's coming up. You can view the leaflet here • No update on warrant collection yet – will get this update once levy information sheets have been provided to Moray Council • There has been a levy issue FAQ Document prepared to assist should you have any questions from levy payers. <p>MINUTES</p> <ul style="list-style-type: none"> - GC advised that we are still waiting to receive Q3 levy update from Moray Council which was due to be received at the end of January but still has not been received. 	GC
4.	<p>Staffing Update</p> <p>It has been confirmed by Highlands & Islands Enterprise that they have extended the fund to end of June 2024 due to underspend during staff changes.</p> <p>MINUTES</p> <ul style="list-style-type: none"> - No update 	GC

5.	<p>HIE Recovery Programme Update</p> <ul style="list-style-type: none"> The HIE Recovery Programme is well underway with the funding coming to an end in June 2024. The team will provide written updates on what they have been working on and these documents are sent to Directors before the meeting. <p>MINUTES</p> <ul style="list-style-type: none"> Directors were sent overviews of the HIE recovery project from the team. <p>Funding will come to an end in June 2024 which will lead to loss of two team members and relocation of office space.</p> <p>Themes that will progress in future quarters:</p> <ul style="list-style-type: none"> No new themes will be progressed in the next quarter due to the funding ending in June 2024. Fair B&B was the only project that was not progressed due to the issues with Scots Law and then Springboard done the official launch of this. We are working with Book Direct which we feel will be more benefit to our members and also we will be able to track direct bookings through our website to theirs. 	GC
6.	<p>Key Activities Delivered in Last Quarter</p> <p>GC will provide a run through on activities delivered.</p> <ul style="list-style-type: none"> Business Barometer Q4 – can view here Tourism Network Meetings – Speyside, Keith, Buckie and Forres Application successful for the Regional Food Fund. Successful in receiving £5,000 worth of funding to run a Farm to Fork Event, Cocktail Week, F&D video and Taste of Moray Speyside printed Trail maps. These funds need to be spent by 31st March 2024. Launch of Moray Customer Service Programme in partnership with UHI Moray. The course will officially go live second week in January. In discussions around member discounts to the course. The Course will cost £80 per person. We would like to offer 50% discount for our members. Various DYW events were supported by VMS. TVL Meeting was held on 30th January with Moray Council to give our members the chance to ask questions and raise concerns. 25 businesses attended. Visit Moray Speyside Maps were produced and distributed to various key places across Moray and Highlands through Landmark Press & Speyside Couriers. Attended Forres Cultural & Heritage Workshops to discuss the potential for Forres in future. Held a Golf Meeting on 30th January at Elgin Golf Club and had eight golf clubs attend which is the most interaction we have had. It was decided a Golf Pass was to be created and launched by 30th March 2024. On 1st February held a meeting with the Chairs of our Tourism Network Meetings to discuss the groups moving forward and what would be best practice. All Chairs happy to continue with the support of Vice Chairs. VMS will still hold data of information of attendees. 	GC

- GC attended Brussels to talk about the Malt Whisky Trail and share knowledge and ideas on Trails to VisitFlanders who are creating a LambicBeer Trail. Potential future collaboration in marketing is possible.
- VMS confirmed attendance at VisitScotland Connect April 2024
- Cocktail Week (17th – 24th Feb) launched and had 14 businesses across the region taking part offering discounted cocktails, cocktail masterclasses and tours.
- Introduction to the Chinese Travel Market Workshop held with Magna World Travel at Forres Enterprise Park with 18 attendees.
- Removal of audit requirements resolution passed on 21st February 2024. All signatures added to Companies House
- 22-23 Annual accounts submitted to Companies House.

MINUTES

- GC mentioned that the feedback we had on Cocktail week from participating businesses was really positive. EG stated that it had been a successful week but had heard that certain businesses felt they were not asked to participate. GC advised emails went out to all relevant businesses and newsletters for businesses to take part.

Key Activities in Next Quarter

- Development of Golf Pass
- VMS Roundtable discussion with members and Richard Lohead about TVL – TBC
- Farm to Fork on 24th – 31st March 2024 through Regional Food Fund.
- VMS AGM end of March date TBC
- VMS Tourism Conference – 14th March
- Gemma and David attending STA Signature Conference in Aberdeen on 12th & 13th March 2024.
- VMS attending VisitScotland Connect in Aberdeen in April.
- Sourcing funds for further employment for Brooke & Euan
- Survey results to be showcased at an event in May for members.
- VMS attending Scottish Golf Tourism Week in Inverness on 19th – 21st March.

7.

GC

MINUTES

- GC mentioned the golf meetings and how engagement is at an all time high from the golf courses.
- IC stated good news story to publicise.
- IC suggested a 'Get to Know Your Area' campaign to engage members and give them the opportunity to see what there is in the region and make connections. EG suggested the Tourism Networks work like this and could be a platform for this.

8.	<p>SSE Beatrice Update & Applications Received to Review</p> <ul style="list-style-type: none"> • £25,000 still available. • Lossiemouth have showed interest in applying and have been sent the information in October 2023. • Only have £10,000 left in the pot and we have two applications waiting to be completed to receive £5,000 each. • BF applying to SSE Beatrice for a further £15,000 worth of funds to be released out of the remaining £25,000. <p>MINUTES</p> <ul style="list-style-type: none"> - BF has created a interim report to go to SSE to pull down the outstanding balance of the funding. 	BF
9.	<p>Membership Applications Received to Review</p> <ul style="list-style-type: none"> • New Opt-In Member leaflets have been created to encourage more members when out and about, you can view them here • Directors are reminded that as part of reaching their decisions on the acceptance of membership applications, Directors should consider the specific requirements of section 172 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 – HERE • Levy payers were encouraged through newsletters to opt-in as a member to be able to attend the AGM in January, no applications yet. <ul style="list-style-type: none"> - No opt-in members to be considered. 	GC
10.	<p>AOCB</p> <ul style="list-style-type: none"> • Directors are invited to raise any other items of competent or relevant business • AGM – March 2024 • VMS Conference – 14th March 2023 • BID Survey Consultation • Renewal Ballot Plan and Timelines • Business Barometer • Information sharing with levy payers • Discuss Levy Options • Discuss budget of potential recruitment <p>MINUTES</p> <ul style="list-style-type: none"> - JCS raised concerns around Moray Council and their relationship with event organisers as Ride the North wanted to expand on their event in Moray but 	ALL

got faced with challenges from Moray Council who would not provide any support for the event and made things to difficult so the event has now gone mostly into Aberdeenshire. JCS also mentioned about the Renegeration Fund and how businesses have applied and not heard anything and therefore how do we find out who has been successful to ensure the funds are being distributed. GC said she had a meeting scheduled with Roddy Burns of Moray Council on 25th March and will raise these concerns with him.

- IC mentioned about the Grant Park 100 year celebrations with a big event taking place on 24th August and Forres Events Limited to link up with VMS the event for promotion. GC already in conversations with Joanna Taylor.
- GC advised AGM is set for 27th March 10- 12pm at Benromach Distillery and notices have been sent out to members via Harper & Macleod. GC discussed that a Vice Chair would need to be appointed. SF put his name forward and all Directors agreed. This will be taken to the AGM to be decided by members.
- LF mentioned the breakout session that GC is hosting which LF will support. The workshop will include VMS achievements and looking at what has been delivered by VMS over the last four years and give attendees the chance to have a discussion on the priorities for the next five-year term.
- GC mentioned the BID Renewal Survey and no issues were raised. All directors agreed to have examples of the levy options on the survey. A zoom call to be arranged to discuss levy options. ET stated the options need to be as transparent and provide statements within the options.
- GC did a run through of the Renewal Ballot Timeline. All Directors approved.
- GC discussed that the Business Barometer had come to an end for the year and if we would like to renew for another year and at the cost of £12,200 +VAT which was previously paid via the HIE Fund. All Directors advised they feel the money could be spent on acquiring Customer Insights which will help businesses and VMS and in agreement for VMS to not renew contract.
- GC mentioned recruitment of another potential staff member after losing Brooke & Euan leaving us with two members of staff but advised due to budget this will not be possible but should be factored into the next five-year term. SF offered support with recruitment.
- The meeting concluded with no other points raised.

2024 Board Meeting Dates:

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.

Please note board meetings will change to a Wednesday in 2024.

24th April 2024

17th July 2024

28th August 2024

9th October 2024

4th December 2024

GOVERNANCE CALENDAR – NEXT ITEMS IN CYCLE

(Refer to Governance Calendar on Board Drive)

Appoint Lisa Farley as Chair at AGM

Appoint Vice Chair at AGM

Recruitment of Directors - appoint at AGM

Annual Accounts – filed on Companies House, Resolution to remove the audit requirement was successful and been added to Companies House by Harper & MacLeod.