

BOARD MEETING

25th March 2021, 9:30 - 12:00

Visit Inverness Loch Ness Ltd, Virtual Meeting via Microsoft Teams

Visit Inverness Loch Ness Board Present

Joyce Arbuckle	JA	Graeme Bell	GB
David Shayer	DS	Anna Low	AL
Jo De Sylva - Chair	JDS	Jane Slaughter	JS
Raoul Curtis-Machin	RCM	Julie Dell	JD
Debi Mackenzie	DM		

Also present

Michael Golding	MG	VILN CEO	
Sabine MacDonald	SM	VILN Administrator	

Apologies

Angela Wilson	AW	Helen Carmichael	HC
Marina Huggett	MH		

BUSINESS

AGENDA ITEM 1

1. Welcome and Apologies

JDS welcomed everyone to the Board meeting.

AGENDA ITEM 2

2. Declaration of Interest

There were no declarations of interest.

AGENDA ITEM 3

3. Visit Inverness Loch Ness Goals and Objectives

JDS outlined the goals and objectives of the Tourism BID:

The board noted the six key objectives.

MG suggested that going forward sustainability and the environment should be considered in the goals and objectives.

The board agreed.

JA suggested to also add collaboration and networking as a goal and ways of measuring the objectives.

Several directors enquired if there was a successor to the Worldhost scheme to offer members guidance on quality and customer service. MG to speak to MH.

There were no further questions or comments.

AGENDA ITEM 4

4. Approval of Minutes

The minutes from the board meeting on 9th December 2020 were approved by JA and seconded by DM.

AGENDA ITEM 5

5. Sub-Groups

MG informed the board that the Finance and Governance subgroup appointed Raoul Curtis-Machin as Chair to begin from the conclusion of the meeting which took place 18th March 2021.

There have been two amendments to the subgroup terms of reference, Finance and Governance to be responsible for Nominations and Audit. Remuneration has been added as a standalone group to meet on an as required basis.

The board noted the appointment of RCM as Chair of Finance and Governance.

The board noted two updates to the terms of reference for the subgroups.

AGENDA ITEM 6

6. Matters arising

Approach the NC500 about potential opportunities to work closer

MG has contacted Tom Campbell and Craig Mills at the NC500 who agreed to schedule a meeting in April 2021 to discuss opportunities for closer links, currently awaiting a proposed date for the meeting.

Sustainable Income Streams

A spreadsheet has been started to begin listing and investigating sustainable revenue streams. Initial items include but are not limited to Gift Card schemes, Magazine/Book and Digital Interactive ecommerce. A developed first draft will be shared at the next Business Development subgroup.

The board noted the plan to meet with NC500.

The board noted the creation of a sustainable income stream spreadsheet.

There were no further questions or comments.

AGENDA ITEM 7

7. Finance Report

MG talked the board through the financial report.

The board noted the yearend projection of +£45k.

The board noted the levy collection rate of 75%.

JD highlighted that a levy collection rate of 75% is positive considering the circumstances.

DS enquired whether there had been an increase in complaints about the BID levy and if VILN had received any information about businesses ceasing to trade.

MG explained that there had been a small increase in complaints, but overall the number is still low. VILN have so far not received any information from Highland Council about businesses ceasing to trade.

There were no further questions or comments

AGENDA ITEM 8

8. 2021 – 2022 Budget

MG talked the board through the 2021 – 2022 budget.

The board approved the budget for 2021 – 2022.

The board approved increasing the designated reserves to £50k.

The board discussed the “See and Do” maps and agreed that a combination of a paper and digital version will be required in the future. MG explained that VILN are currently working with The Union to develop a comprehensive digital map as part of the VILN website.

There were no further questions or comments.

AGENDA ITEM 9

9. Business Plan Progress Report

MG talked the board through the Business Plan progress report.

The board noted that the progress of the Business Plan is at 69% complete.

There were no questions or comments.

AGENDA ITEM 10

10. Performance Report

MG talked the board through the newly developed performance report.

The board noted the performance report. The board were asked to comment on the report.

JS highlighted the improved social performance of VILN social channels and stated that the high profile webinars had raised the profile of VILN.

JA enquired re business tourism activities in 2021. Alan Rawlinson to update JA.

AL highlighted issues with the south Loch Ness Trail that had been brought to her attention in a meeting of a local community group. MG informed her that VILN are aware of the issues on the trail between Inverness and Dores and trail maintenance will be discussed at a meeting with Highland Council, Forestry and Land Scotland, Scottish Canals and Sustrans.

DS asked whether VILN had been contacted by members worried about the proposed power station on the south side of Loch Ness. MG stated that no such concerns had been raised with VILN.

There were no further questions or comments.

AGENDA ITEM 11

11. Key Projects, Funds and Events

MG talked the board through a summary of projects, funds and events

The board noted the update.

The board noted the creation of a Projects and Funds Register.

DS enquired if VILN were planning an autumn/winter marketing campaign.

MG answered that VILN had the largest marketing budget since 2014 available this year and there will be budget to focus on autumn/winter.

There were no further questions or comments.

AGENDA ITEM 12

12. HR

The board discussed the wellbeing of the team and were content with the current arrangements. It was also agreed for appropriate adjustments to take place to salaries in line with industry standards.

AGENDA ITEM 13

13. General

MG provided the board with a general update on the range of activity taking place, the board positively commented on the range and volume of activity taking place.

AGENDA ITEM 14

14. Proposed 2021-22 Meeting Calendar

The board approved the proposed meeting calendar for the full financial year.

AGENDA ITEM 15

15. AOB

AGENDA ITEM 16

16. Meeting Review

NEXT BOARD MEETING

Date - TBC

Venue – Virtual via Microsoft Teams