

STONEHAVEN BUSINESS ASSOCIATION / TOURISM GROUP
 Minutes of Meeting held on Monday 8th July 2019
 At the Belvedere Hotel, Stonehaven

	Item	BY
1	<p>Present: Jennifer Davidson, Steve McQueen, Ian Philip, Dawn Black, Lesley Leslie, Jim Wands, Tom McLaren (Fitness Space Gym), Heidi Bissett (Visit Aberdeenshire). Apologies: Sheila Howarth, Mitch McKay, Charles Sands.</p> <p>June minutes approve.</p>	
2	<p>Stunning Stonehaven Website Update: Dawn Black</p> <p>Website followers = 1,200 likes and followers 8,500 reached in the last month and 5,000 engaged with the website. Still waiting for more businesses to sign up to the website. Everyone to send photos and blogs to Dawn.</p> <p>Dawn will email us a promotion leaflet for the Stunning Stonehaven Website. We can print these and display them. They will also be available at the Visit Scotland information point in the library.</p> <p>Visit Aberdeenshire: Heidi Bissett</p> <p>In order to reach a wider audience Heidi advised using TAGs to 'Visit Aberdeenshire' and 'Visit Scotland' and linking to their 'Whats On' guide.</p> <p>Stonehaven blogs can also be included on the Visit Aberdeenshire website if they relate to region-wide interests such as food, cycling, walking, Pictish stones etc.</p> <p>Heidi encouraged us to take part in the Tourism Barometer when it next comes out. This will be for quarter 2. It only takes about 10 mins to complete and will again help to give our businesses greater exposure.</p> <p>To engage with VisitAberdeenshire on social media and raise your profile, please follow and tag in posts on Facebook using @VisitAberdeenshire and on twitter and Instagram and other platforms use the hashtags #beautifulABDN (best used for inspiring imagery) or #visitABDN (best used for information sharing).</p> <p>Heidi encouraged us to take part in the Tourism Barometer when it next comes out. This will be for quarter 2 reviewing April to June of 2019.. It only takes about 10 mins to complete and will again help to give a snapshot of the sentiment of local businesses and help us all to understand what's happening <i>on-the-ground</i> right now.</p>	

	<p>VisitAberdeenshire’s website is where all consumer and trade marketing and business development activity is directed to with upwards of 65,000 visitors per month - marketing campaigns throughout the year drive traffic to the VisitAberdeenshire website so it’s important to keep listings up to date. Heidi encourages businesses to list via the Industry page of the website and be visible to visitors and the wider Travel Trade.</p>	
3	<p>Financial Report: Not available as Charles is away.</p>	
4	<p>Future Events requiring attention: Folk Festival Highland Games Both have their own teams therefore don’t require involvement by SBA. Fitness Space Gym will have a stall at the Highland games.</p>	
5	<p>Garage Roof Repairs: Ian Philip There are 2 different quotes for the roof repairs, offering different outcomes. Which to use is yet to be decided.</p> <p>Ian to take photos of the roof and discuss funding for the repairs with Councillor Dickenson.</p> <p>Ian will contact members of the SBA to help sort out contents of the garage.</p>	
6	<p>Car boot sale - Charlie on leave 15th July Cover for Charlie arranged.</p>	
7	<p>Theft / Shoplifting gang: Ian Philip</p> <p>This affected Car boot sale and some local shops. If you are a victim of shoplifters the advice is; Safety First Take a mental note of their description (head to toe!), the direction the left and call 999. Heidi Bissett to find out if anyone can come and talk to us about crime prevention. Possibly from Federation of Small Businesses.</p>	
8	<p>AOB</p> <p>Feedback from</p> <ol style="list-style-type: none"> 1. Community Council: Mitch McKay Nil to report 2. STP: Lesley Leslie Nil to report - no meeting in July 	

	<p>Funding from wind farms: £250,000 already earmarked for the Boardwalk.</p> <p>Everyone to come up with ideas for use of funds eg;</p> <p>Painted Doors Artwork Improved signage especially to encourage people from the boardwalk into the town centre. Improve roads leading down to the boardwalk.</p> <p>Heidi will speak to colleague re successful signage done in Peterhead and Fraserburgh.</p> <p>Sea gulls: 384 eggs taken this year. Definite reduction in sea gull nuisance. Requires more local businesses and homeowners to contribute to the cost. Possibility of applying for funding from ??</p> <p>Horizon Group (John Cruickshank) has arranged for trees in the Burns' Garden to be illuminated in order to better promote the garden.</p> <p>Stonehaven Sea Flood Protection: Information available on Stonehaven bay coastal flood project website.</p> <p>Council Offices on Allardice Street are now vacant. We are to make our feelings known about proposed future use of the building.</p>	
	<p>Date and time of next meeting: Monday 12th August 2019, 7.30pm Belvedere Hotel</p>	