

SBA / Tourism Group minutes of Nov 09th 2020 Meeting

	Item	BY
1	<p>Present: Sheila Howarth (Chair), Jim Wands (Secretary), Jennifer Davidson, Dawn Black, Charlie Sands, Lesley Leslie, Ian Philip</p> <p>Apologies: Steve McQueen</p> <p>September's minutes approved (October's meeting was cancelled)</p>	
2	<p>Update on the SBA finances was given by Charlie. After paying for planned financial commitments there is no money left in the account apart from £5k earmarked for Phoenix fund projects.</p> <p>As there are no funds available for the Christmas lights this year but we are already committed to putting them up, it was suggested that collecting tins are distributed to local shops to help raise some much-needed funds. This would also highlight the fact that it's not the council that pays for the lights but the SBA.</p>	CS
3	<p>A discussion was held about whether the SBA should act as an intermediary where members engage in public disputes, but it was felt that this isn't the role of the SBA.</p>	IP
4	<p>Dawn gave an update on how the Stunning Stonehaven / Community Hub website & social media were coming along.</p> <p>The Community Hub (CH) has been downloaded 378 times. The rate of uptake has however slowed and it was requested that we promote the app wherever possible. It was suggested that users who have already signed up could copy posts from their other social media platforms to the app too. Advertising on the app was discussed with differing opinions being apparent. The lack of funds in the bank may drive the decision on whether to allow paid advertising.</p> <p>Website visit numbers remain healthy with Sept seeing 6300 hits and Oct 4850. Pleasingly the number of returning visitors to the site is increasing. Fees were discussed and it was agreed that 2020 should be seen as a free year for those already on the site, with a letter going out to them to point this out and to advise that fees for 2021 will be due in March. New signups will receive one free year as a result of this.</p> <p>The main referrals to the website come from our Stunning Stonehaven Facebook page which has also seen increased engagement and reach. We now have 2,378 FB followers. The SBA FB page also has 1,558 followers and good engagement figures.</p>	DB

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5	<p>Dawn updated us on the progress of the Phoenix Fund project. £58,600 in funding has been secured for this project. £10k from the Phoenix fund and £48,600 from the Scottish Government Town Centre Improvement fund. The requirements of this funding mean that work has to be started on the project by March 30th 2021. It's hoped that work will be complete by the weekend of the Fein' Market.</p>	DB
6	<p>Spaces for People.</p> <p>This is reviewed regularly by the Council and changes are only made if set criteria are met. We haven't had any update from the council on the meeting they held last month.</p> <p>Ian Philip met with Banchory Business Association members who report having similar issues. They said we appear to be more organized in applying pressure and look to be further along the route to having changes implemented than them.</p>	DB IP
7	<p>A Business Directory listing all local businesses with ownership and contact details (where possible) has been created. A mailshot is planned to raise awareness of SBA/Stunning Stonehaven to try to increase membership of both.</p>	DB
8	<p>Feedback from:</p> <ol style="list-style-type: none"> 1. Community Council – <ul style="list-style-type: none"> • A new windfarm proposal has been submitted which will see funding available for community use of £176k spread over 3 council areas per year. Over the period of the project Stonehaven could see £58,700 per year of this funding. • Bins along the beach are being left full over the weekends as the council don't have the money/staff to empty them. This is unsightly and a potential health hazard as it attracts vermin to the areas around these full bins. The community council have been pursuing this and although Aberdeenshire Council cannot fund staff, they have said they could provide PPE/Training/Insurance and equipment. SDCC are looking into finding funding, perhaps through the STP, to employ a part-time street warden to fill this role. • The Christmas tree will be going up in the square the last week in November. There won't be any lighting up ceremony this year due to Covid19 restrictions on crowds. 	

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	<ol style="list-style-type: none"> 2. STP – None (next meeting is tomorrow (12th)) 3. Lion's Club – None <p>The Flood Defence report and Scottish Water report has been requested from the Flood Action Group</p>	
9	<p>Shop Local Week – in more normal times a Christmas shopping day is held in Stonehaven with shops opening late and putting on special offers. Current circumstances make this impossible so a Shop Local Week will be promoted. Shops taking part will be offering promotions and using social media channels to get the word out that Stonehaven is very much open for business.</p>	IP
	<p>AOB</p> <ol style="list-style-type: none"> 1. The Light the North project is going ahead in Spring 2021 and funding is required for this (£6000). Crowdfunding may be the best way to pursue this. 2. Stonehaven was well represented in the recent Local Heroes newspaper campaign with lots of Stoney folk being recognized for their community work and spirit. 3. The recent funding that has become available shows the need for us to be ready to submit applications for projects that will benefit the town. It was suggested that we should have a 'bank' of project plans ready to submit. Ideas from the whole community are welcome as to what these projects should be. Involvement from more of the community to make these a reality is also welcomed. 4. The Gazebos loaned to Mackie Academy by the SBA survived the recent storms with only minor damage. The damage will be made good by the school before this community asset is returned to the SBA. 	
	<p>Next meeting Mon 14th Dec 2020 Chair : Jim Wands Secretary : Lesley Leslie</p>	