

Stonehaven Business and Tourist Group AGM

Minutes Monday 9th March 2020 Belvedere Hotel 7pm

	Item	Action
1	<p>Chair – Jim Wands Secretary – Dawn Black Present – Sheila Howarth, Charlie Sands, Diane Henderson, Julie Lindeman, Donna Throw, Heidi Bisset, Kirsty McLaughlin, George McGillvery, Mitch McKay, Janice Anderson, Michael Baxter, Gary Hughes, Stewart Kerr Apologies – Ian Philip, Niall Menzies, Jennifer Davidson, Mhari Mitchell, Steve McQueen, Lesley Leslie, Kathryn Pope February minutes approved</p>	
2	<p>Dawn Black provided an update about the upcoming Light the North project. New bank account in process of being set up to collect funds. Location of lighthouse still to be confirmed depending on council approval of location. Arduthie Primary School to be partnered as they had applied to CLAN already. Letter/email asking for donations to be sent to membership and community groups once bank account set up. £1300 already pledged by selected businesses and groups. Target £6000</p>	DB & CS
3	<p>Kirstie McLaughlan from Elevator UK Business Gateway gave an overview presentation on how Business Gateway can help support new and existing businesses in the town using online tools, workshops and 1:1 sessions. Also willing to provide tailored group sessions if enough interest expressed. Organise an SBA Digital Boost session?</p>	
4	<p>Gary Hughes of Aberdeenshire Council Economic Development department and Diane Henderson K&M Area Project Officer gave an overview of the Tour of Britain Final Stage Start of the UK's biggest cycling event on Sun 13th Sept 2020. TV coverage on ITV4 & Eurosport will showcase the NE & Stonehaven. Route to start in the Market Square, up Evan Street, Arduthie Road, along Broomhill Road and out to Auchenblae to Cairn o' Mount. Unconfirmed route from there to end in Aberdeen. Proposed Sportive event on Sat 12th Sept in talks with Robert Lindsay of the Midsummer Beer Happening so amateurs can cycle the route. Will make Stonehaven a big destination on that weekend with cyclists, support teams, family & friends along with cycling fans. Huge opportunity for Stonehaven. Road closures are inevitable and residents & businesses will be notified in due course and will be visible on www.tourofbritain.co.uk/race/roadclosure once route is finalised.</p>	
5	<p>Mark Dalgliesh of Stonehaven FC updated on plans at the club. Proposed SBA day at the next home game on 28th March. KO is 2pm so invited to attend from 12.30pm for a meet & greet, tour of facilities and social. Wholeheartedly supporting the Light the North CLAN campaign and will put up large 2m signage board to promote as well as proceeds from one home match donated along with donation buckets at</p>	DB

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	<p>gates. Dawn to send Stunning Stonehaven/SAB&TG logo artwork to Mark for inclusion.</p> <p>The boundary fence at Glenury Park is now a safety hazard after the recent storms. Cost to repair/replace approx. £20-30K. Looking for funding through grants, wind farms, etc. Any help with suggestions of local firms to quote requested as would like to keep the work local.</p>	
6	<p>Heidi Bissett of Visit Aberdeenshire updated on recent promotions, which include the Tour of Britain.</p> <p>Visit Aberdeenshire website now has the functionality to enable businesses to update/edit their own listings. Need to re-register, claim old listing first. Instructional video available on site. Email about to be sent out to all.</p> <p>Partnerships on-going with LNER and Air France to promote area but these may be paused due to Coronavirus. These partnerships have hugely increased engagement with the website and social media channels. Mainly focused on UK, Netherlands & Germany.</p>	
7	<p>Financial Annual Report – Charlie Sands</p> <p>For details see attached sheet.</p>	
8	<p>Stunning Stonehaven Website update was given by Dawn Black who administers the site. Since launch on 1st May 2019 the website has gained 61 local business listing, listed 195 local events, posted 14 blogs. Unique visitors to the site number 28.5K, page views 37.5K. Our main visitors are in UK with 70%, US 18% other countries 12%. Our traffic comes mainly (36%) from an organic search; direct access from typing the name stunningstonehaven into the search bar is 32%, which suggests great brand awareness; social media sends us 27%; other website links give us 4.5%. Top referrals from other websites are Visit Scotland 40%, Belvedere 11%, Mackie Academy 7% and Dunnottar Castle 6%.</p> <p>There is a gap in the figures from Oct/Nov 2019 due to technical issues so these figures are conservative.</p> <p>Overall we are very pleased with the way the website and social media are promoting the town and thank all businesses who have supported it. It gives us a great base on which to keep building.</p>	
9	<p>Stonehaven Walking map updates – Dawn Black</p> <p>The updated map has been finalised thanks to the work of Lesley Leslie, Charlie Watson, Dawn Black and Rob Ward. We have the final pdf files ready to go to the printers. The aim is to have them printed and delivered ready for the start of the new season at Easter.</p> <p>Charlie Sands to provide details of the printer we have used in the past to Dawn</p>	CS & DB
10	<p>Feedback from</p> <ol style="list-style-type: none"> 1. Community Council: Mitch McKay: has been unable to attend meetings. 2. Lions Club: Julie Lindeman – work has started in the organisation of this year's Feein' Market. Town Hall is not 	

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	<p>available due to renovation so fewer stalls than usual and they are going fast. Coronavirus is a worry but decision will be made depending on how the situation develops.</p> <p>3. STP: Julie Lindeman – Land Train issues: no regulated qualified mechanic available at the moment so delay in getting train back on the road for this season. Now aiming for May Day launch. Bus depot has intimated that they may not be able to offer storage for the train moving forward so any suggestions/offers of help appreciated.</p>	
11	<p>Future Events</p> <ul style="list-style-type: none"> Car Boots Sales restart Sun 19th April. Suggested one SBA week takings are donated to the CLAN Light the North. Every 2nd week is run by local charities/groups for fundraising. Charlie Sands sends out emails at beginning of April and slots are usually taken very quickly. Any groups not on his current distribution list should contact him on sba@stonehaven.biz to receive invite. Charlie would also appreciate some help in the running of the SBA weekends. 	CS
11	AOB - none	
12	<p>Election of committee members: Committee Members: Sheila Howarth, Jim Wands, Dawn Black, Charlie Sands, Jennifer Davidson, Lesley Leslie, Ian Philip, Steve McQueen. Niall Menzies requested to be taken off the committee. The committee has run with a rolling Chair and Secretary for the past 2 years. The Secretary for a meeting goes on to Chair the following one and so forth. The room agreed to continue this practice as it is working well for the committee members. Charlie Sands remains as Treasurer.</p>	
	<p>Next meeting TBC as the 2nd Monday of the month falls on Easter Monday. Chair: Lesley Leslie Secretary: Steve McQueen</p>	