

**Visit Inverness Loch Ness Ltd**  
**Board Meeting**  
**23<sup>rd</sup> May , Caley Cruisers**

**Present: Board of Visit Inverness Loch Ness Ltd:** Marina Huggett (MH), Joyce Arbuckle (JA) , Graeme Bell (GB), Lyn Forbes (LF),

Also present: Graeme Ambrose (GA)

**Apologies:** Claire Christie (CC), Robbie Bremner (RB), John Martin (JM), Cllr Helen Carmichael (HC)

Item		Action
1	<p><b>Welcome and Apologies</b>            GB welcomed everyone commenting that it was unfortunate the number of apologies, particularly given the importance of matters to be discussed and the present director vacancies. GA did comment though that CC had submitted detailed feedback for the meeting</p>	
2	<p><b>Appointment of Directors</b>            Directors confirmed the appointment of Fraser Campbell (Cobb's Group) and Angela Wilson (The Glenmoriston Hotel ) to the Board. As there had only been two nominees, there had been no requirement to instigate an election process to determine the appointees. GA and GB to arrange induction meetings.</p>	GA/GB
3.	<p><b>Declaration of interests</b>            There were no declarations of interest</p>	
4	<p><b>Minutes of 16<sup>th</sup> April</b>            GA commented on the ongoing issue of communication with SSE to take forward plans for strengthening links between the two organisations. There were no other matters raised and the minutes were approved.</p>	
5	<p><b>Income &amp; Expenditure</b>            GA reported no matters of concern. He did however, report that the final end of year figure for 2018 -2019 was now likely to show a profit of £15K and not the small loss that had been anticipated. This was primarily due to changes in reconciliation of VisitBritain expenditure and expenditure associated with development of the South Loch Ness Trail. GA went on to say that while this would result in a higher payment of corporation tax, it meant that VILN now had good reserves of approximately £40K. LF sought reassurance from GA that</p>	

<p>6.</p>	<p>funds for the Loch Ness Ranger project would not be returned to SSE and that the project would still go ahead. GA said that despite problems with match funding that he was confident that this would still be the case.</p> <p><b>VILN Route Map &amp; CEO Recruitment</b></p> <p>There was broad agreement that the route map as set out by GA was a concise summary of where the organisation was at and the change in the strategic focus required if the organisation was to continue to grow and become more sustainable. Specifically :</p> <ol style="list-style-type: none"> <li>a) There needs to be a greater focus on delivery of activities that VILN can measure and evaluate the benefit of.</li> <li>b) There needs to be greater consideration of who and how many of our members benefit from activities we undertake and the cost/staff time it takes to deliver these activities.</li> <li>c) There needs to be greater understanding of, and therefore focus on, working with our smaller businesses members</li> <li>d) To ensure that VILN delivers on a changed strategic focus, the CEO needs to be able to focus more on the delivery of the strategic objectives and therefore delegate more operational activities to other members of the management team <i>as appropriate</i>. This will ensure that team members also have an increased awareness of the activities across the organisation and be better able to contribute</li> </ol> <p>Discussion therefore quickly moved on to the recruitment process and job description for the CEO , with the imminent retiral of GA. The following was agreed:</p> <ol style="list-style-type: none"> <li>1. That there were only a few minor changes required to the CEO job description, it having been updated in 2017</li> <li>2. The recruitment time schedule be as follows: <ul style="list-style-type: none"> <li>• GA to send out communication to the membership of VILN informing businesses of his retiral by 29<sup>th</sup> May.</li> <li>• PR and advertisement of the position to be handled by Webber Shandwick and actioned by 5<sup>th</sup> June.</li> <li>• The advertisement will include a link to a page on the VILN website where potential applicants can download the job description and personnel spec for the position. Once in receipt of the required info from MH/JA, GA to arrange with POSH to set up the page.</li> <li>• All applications to be sent to GB using e mail <a href="mailto:chair@visitiln.com">chair@visitiln.com</a></li> <li>• The application deadline be the 28<sup>th</sup> June</li> <li>• Interviews be scheduled for 8<sup>th</sup> July</li> </ul> </li> </ol>	<p>MH/JA</p> <p>GA</p> <p>MH/JA</p> <p>MH/JA/G A</p> <p>GA</p>
-----------	--	--

7.

**Process for Management Team Appraisals**

GA first highlighted what the change in the strategic focus of the organisation could mean in terms of the roles and responsibilities of each member of the management team and the potential implications of this with regards training required. Directors agreed that once the appraisals had been undertaken the Board would agree a budget to implement training needs

Due to lack of availability of staff and GA and GB to undertake the appraisals in June, it was agreed that these be set for early July. Staff would receive their appraisal forms to complete 2 weeks in advance, returning them to GA no less than one week before

GB/GA

8.

**LochNess360 Trademark**

GA explained to directors the position as it stands:

- 1. Ken Laird from Lang Syne Publishers Ltd has already registered the trademark below on behalf of Edinburgh Woolen Mill



- 2. This means that no one can use this on merchandise without their agreement. It also means though that as the words 'Loch Ness 360' are very similar to the trademark, to use them would also make the user liable to possible legal action against them
- 3. It is though, not a logo that VILN would want to be associated with the LochNess360 because it is 'tacky'. It also by saying 'walk' is suggesting that it is only for this type of user and not for cyclists which it clearly is, and horse riders
- 4. VILN are ready to go to print with a map of our own which we would hope to retail at £4.50

To progress the matter and hopefully ensure that 1) VILN can use our own logo 2) VILN can sell the maps 3) VILN gain a revenue from merchandising produced by Edinburgh Woolen Mill, directors agreed that GA first seek legal advice as a matter of urgency. On the basis of this, then set up a meeting with Ken Laird

GA

9.	<p><b>AOCB</b></p> <p>There were no matters raised</p> <p>Date of next meeting 29<sup>th</sup> August, venue tbc.</p>	
----	---	--

**ACTIONS**

<b>Actions</b>	<b>Who</b>	<b>Update</b>
Improving member communications and raising the profile of VILN	GA	<b>Work in Progress</b>
Director Induction meetings	GB/GA	<b>Actioned</b>
CEO Advertisement & Recruitment Process	JA/MH/GA	<b>Actioned</b>
Management Appraisals	GB/GA	<b>Actioned</b>
Trademark issue LochNess360	GA	<b>Actioned</b>