



**The accompanying papers are circulated relative to the Agenda for the meeting of the**

**BOARD OF  
VISIT INVERNESS LOCH NESS**

**On**

**WEDNESDAY 23<sup>RD</sup> OF SEPTEMBER 2020**

**At 09:30**

# BOARD MEETING

## Directors of the Board of Visit Inverness Loch Ness in attendance

Graeme Bell – Chair

Joyce Arbuckle

Jane Slaughter

Marina Huggett – Vice Chair

John Martin

Jo De Sylva

## Apologies from

Raoul Curtis-Machin

Helen Carmichael

Angela Wilson

Claire Christie

Lyn Forbes

## Board Meeting

23<sup>rd</sup> September 2020, 09:30 - 12:00

## Venue

Held remotely through Google Meet

## COMPLIANCE AND GOVERNANCE

### AGENDA ITEM 1

#### 1. Welcome and Apologies

Apologies were received from Raoul Curtis-Machin, Claire Christie, Helen Carmichael, Angela Wilson and Lyn Forbes

### AGENDA ITEM 2

#### 2. Declaration of Interest

There were no declarations of interest

### AGENDA ITEM 3

#### 3. Visit Inverness Loch Ness Objectives

The goals of the Tourism BID are to:

1. Ensure that the destination remains competitive with other similar sized destinations both nationally and internationally
2. Continue to grow the value and importance of tourism to the local economy
3. Create confidence in the destination for tourism businesses to invest and create more quality, all year-round jobs
4. Enhance the visitor experience and reputation of the destination
5. Ensure the long-term sustainability of a viable and attractive tourism destination that visitors will value and return to

In order to achieve these goals, the organisation is committed to delivering initiatives, both independently and in collaboration with others, under six key objectives which are as follows:

1. To better market and promote the destination nationally and internationally
2. To undertake initiatives that will improve the tourism infrastructure of the destination,

particularly that relating to outdoor activities

3. To promote and support new and existing sustainable events and festivals
4. To grow the value and importance of business tourism to the destination by attracting more conferences and business-related events
5. To provide business development opportunities for member businesses
6. To be a strong lobbying voice on local and national issues that matter to member businesses

#### **AGENDA ITEM 4**

#### **4. Approval of Minutes**

**The board:**

- i. **Approved** the minutes from the board meeting on 21<sup>st</sup> February 2020, proposed by Graeme Bell, seconded by Marina Huggett
- ii. **Noted** that three board call took place in May, June and July

#### **AGENDA ITEM 5**

#### **5. Upcoming Director Vacancies and AGM**

**The board:**

- i. **Noted** the upcoming four vacancies on the board
- ii. **Noted** the plan to inform members of the vacancies on month prior to the AGM
- iii. **Commented** on the sectors, locations and skills desired including representation for communities such as Foyers and sectors including pub and restaurants

#### **AGENDA ITEM 6**

#### **6. Approval of Draft Accounts to 31<sup>st</sup> March 2020**

**The board:**

- i. **Noted** the deficit of £12k for the financial year 2019 – 2020
- ii. **Noted** the opening reserves of £40k
- iii. **Commented** on the accounts for financial year 2019 – 2020
- iv. **Approved** the draft accounts to be signed by the Chair and Vice Chair

### **REPORTING**

#### **AGENDA ITEM 7**

#### **7. Matters arising and outstanding from Board Calls**

**The board:**

- i. **Noted** the change of website agency from 30<sup>th</sup> November 2020, Joyce Arbuckle questioned for further information about associated costs
- ii. **Noted** the conclusion of the trademark agreement pending final confirmation
- iii. **Noted** the plan for creation of a Loch Ness Tourism Strategy
- iv. **Discussed** the HIE DMO fund

#### **AGENDA ITEM 8**

## 8. Finance Report

### The board:

- i. **Noted** the improvement in projection from -£92k to -£31k
- ii. **Noted** that the levy payment rate to end of July is 15.5%
- iii. **Noted** that Highland Council have paid 90% of the total to be collected from annual levy
- iv. **Noted** the six-month deferral of annual levy invoice payment date to 28<sup>th</sup> November
- v. **Noted** the plan to contact all members one month ahead of the payment date
- vi. **Commented** on the progress to date and discuss the possible scenarios

**AGENDA ITEM 9**

## 9. Performance Report

### The board:

- i. **Noted** the creation of a new performance report
- ii. **Commented** on the contents and its continued strategic relevance
- iii. **Commented** on the update provided by the CEO at the meeting
- iv. **Noted** the continued progress of the business plan
- v. **Noted** and **Commented** on the press and media coverage
- vi. **Thanked** the management team for their efforts

**AGENDA ITEM 10**

## 10. Key Projects and Events

### The board:

- i. **Noted** the plan to deliver the first week of the Inverness Influencer Lodge in October
- ii. **Commented** on the update from the CEO
- iii. **Noted** the postponement of the Loch Ness Challenge to May 2021
- iv. **Commented** on the vacancies on the sub group of the board

**AGENDA ITEM 11**

## 11. Marketing

### The board:

- i. **Noted** the delivery of multiple marketing campaigns
- ii. **Comment** on the opportunity for additional short-term activity
- iii. **Thanked** the team for their campaigns

**AGENDA ITEM 12**

## 12. HR

### The board:

- i. **Noted** the staffing arrangements since the last board meeting
- ii. **Commented** on work completed by the team during the pandemic

## CURRENT ACTIVITY

### AGENDA ITEM 13

#### 13. Visit Inverness Loch Ness 17 Month Post Ballot Review - Actions

**The board:**

- i. **Noted** the review document
- ii. **Noted** the development in the membership service and plans
- iii. **Noted** the intention to update the branding in line with strategic goals
- iv. **Discussed** succession planning and development opportunities with the board
- v. **Noted** the staff training implemented and commitment to appropriate development
- vi. **Discussed** the requirement for a new Chair by the AGM in 2021

## FUTURE STRATEGY

### AGENDA ITEM 14

#### 14. Visit Inverness Loch Ness 17 Month Post Ballot Review - Future

**The board:**

- i. **Discussed** the strategic aims and their ongoing relevance, agreeing further discussion should take place
- ii. **Considered** the USP of the destination
- iii. **Discussed** the importance and content of a mission statement
- iv. **Discussed** the marketing activity completed in the previous and opportunities ahead
- v. **Discussed** the blue-sky opportunities and others not listed
- vi. **Agreed** the further discussion about the creation of a mission statement
- vii. **Discussed** the potential to deliver a virtual photography competition
- viii. **Agreed** to the creation of a draft blue-sky scoring matrix

### AGENDA ITEM 15

#### 15. AOB

**Graeme Bell** commented on the implications of Brexit on duty free shopping

### AGENDA ITEM 16

#### 16. Meeting Review

**The board:**

- i. **Discussed** and reviewed the meeting effectiveness
- ii. **Confirmed** the next meeting date of 9<sup>th</sup> December 2020