

STONEHAVEN BUSINESS ASSOCIATION / TOURISM GROUP
Minutes of meeting held on Monday 14th October 2019
At the Belvedere Hotel, Stonehaven

	ACTION	BY
1	Present: Sheila Howarth (chair), Jennifer Davidson (secretary), Dawn Black, Steve McQueen, Mitch McKay, Charles Sands, Diane Strachan, Jim Wands, Heidi Bisset, Donna Throw, Ray McBain, Elaine Clunie Apologies: Diana Glennie, Ian Philip.	
	September minutes approved.	
2	Elaine Clunie of Buchan Wealth Management (now located in our tourist office) introduced herself and her business and offered to help SBA	EC
3	Charles Sands collected a cheque for £1000 at the Auquhirie Windfarm award ceremony (nb also Tesco money); Jacky Niven, chairperson of 'Our Mearns Tourism Association' (OMTA) and involved with Courthouse project and KDP, introduced herself at the event and offered to collaborate with the Stunning Stonehaven website; Jane Adams, manager of Kincardine and Mearns CAB, told CS about several forthcoming initiatives, including regarding employment rights for under 25s, and has offered to come to our November meeting; Peter Greig at Mearns FM (currently operating for the town hall studio but looking for alternative premises, has also spoken to CS about advertising opportunities at discounted rates.	CS
4	Financial Report: It's been an expensive month - £607 out for annual insurance premium, £100 out for Stunning Stonehaven website maintenance. Bank balance stands at £7345, which will pay for the Christmas lights. £2000 is ringfenced for a reprint/new edition of walking maps and possibly repair of the garage roof. £1916 in from car boot sales this year – the next one is scheduled for 19th April 2020.	CS
5	Stunning Stonehaven website report: There have been no new signups this month. On the social media side, DB has been adding regular 'What's on at the weekend' posts and has approached the trustees of the Tolbooth Museum to try to get access to their archives for historical information to include on the website - more content is needed. The website is in the process of being trademarked (for a 10-year period).	DB
6	Heidi Bisset, Visit Aberdeenshire: Re events listings, VA are trying to link Stunning Stonehaven events – links would be to individual businesses/events, but might still be worth doing, giving those who sign up to the website their money's worth; re social media, VA now has its own Twitter account, @tourismabdn; various industry workshops are coming up, including Marketing and Introduction to working with the travel trade; the	HB

	<p>Autumn campaign, looking at social media etc, has shown an 87% increase in website users; the Winter campaign launches on 1st Nov; Loganair adverts have reached just under 400,000 people; re the Business Barometer, the target for Kincardine and Mearns has been reached. The visitor survey in 9 key locations spoke to 400 visitors (info can be found on the 'Insights' page) – 95% of visitors have a positive view of Aberdeenshire and 87% would recommend the region to others.</p>	
7	<p>Meikle Carew windfarm funding: We were looking at getting the harbour webcam back up and running but Aberdeenshire Council are already doing that. Sheila suggested buying pop up tents instead, so the application has been submitted for that.</p>	SH
8	<p>Station Travel Plan Delivery fund: Diane Strachan reported a consultation – Aberdeenshire Council are looking at an application for additional signage from the train station into town as well as E-bikes and lockers. Stonehaven has been highlighted as a station in need of revamping and better access. Parking has been identified as an issue.</p>	DS
9	<p>Retail Business Support: Jennifer Davidson gave an update after meeting with Heather Macrae, and Diane Strachan provided additional information. An application is being submitted by Aberdeenshire Council Business Development Executive for LEADER funding, to offer support to a number of businesses in Stonehaven (a programme of 1:1 support/advice plus workshops). Heather will update on the progress of the application.</p>	JD
10	<p>Stonehaven and North East Twinning group: Nothing to report so far. Ian Philip will contact them to ask about progress.</p>	IP
11	<p>Walking maps: These need to be updated, with input needed re corrections, additions etc – the Committee was asked to make notes for the next meeting.</p>	SH
12	<p>Future Events: Fireworks/Bonfire 3rd Nov, Christmas Lights Switch On 30th Nov, SBA Late Night Christmas shopping evening 4th Dec.</p>	
15	<p>AOB: Extended opening dates for the Open Air Pool? SH suggested organised Steampunk events. JD presented a letter from Megan Grant on behalf of 'Appointedd', an online appointment booking system. Town Wifi – SH spoke to Cardiff, who have free wifi in the town centre. If SBA got quotes and funding, would the Council object? It was agreed to invite Alan Craig to a meeting to discuss his ideas. Donna Throw (Aunty Betty's) spoke about the beach toilets – The Bay and Aunty Betty's are paying for the maintenance of the toilets but would like to do a Community Asset Transfer or long lease and are pitching to the STP, Men's Shed and others so that they don't need</p>	

	to create a new charity to do this. Ray McBain spoke about the problems with buses on Barclay Street and also passed out a letter re a Myeloma fundraiser being held on 9th November.	
	Next Meeting: Monday 11th November, 7pm at the Belvedere Hotel	