

SBA / Tourism Group minutes of 14th December 2020 meeting

| | Item | BY |
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| 1 | <p>Present: Dawn Black (Chair), Lesley Leslie (secretary), Sheila Howarth, Jennifer Davidson, Charlie Sands, Ian Philip, Steve McQueen</p> <p>Apologies: Jim Wands</p> <p>Nov 2020 minutes approved</p> | |
| 2 | <p>SBA management accounts provided by Charlie.</p> <p>2 new members have expressed interest in becoming SBA members (Raeburn Christie Clark and Wallace Solicitors and a Beautician business). Subscriptions are due in January but funds remain very low. Need for fundraising.</p> <p>Ian suggested: Collection tins- maybe encourage people to resist buying plastic bags at the shops but donate the money instead, Raffel / bottle stall at the next car boot sale - !8th April 2021 dependent on Covid situation.</p> | CS |
| 3 | <p>Stunning Stonehaven / Community Hub: Dawn gave an update: There have been more down loads of the App. Numbers using the website are fewer but 80% were new users. Number of Facebook users also positive, videos being particularly popular. Farmers Market-over 2,000 engagements Shop Local-over 1,500 engagements Those using the Stunning Stonehaven App and website tend to be Stonehaven people. The goal is to reach a far wider audience.</p> <p>SBA Facebook users have also increased in number.</p> <p>Dawn to schedule a weekly advert on Facebook promoting the Stunning Stonehaven App Branded merchandise could also be considered to promote the App Stoneyview Embroidery- £35 one time set up fee, then make to order, therefore no need to stock. Free delivery. Large variety of items available – T-Shirts, facemasks, caps etc</p> <p>Sheila to investigate metal skyline of Stonehaven / Logo by ‘City Silhouettes’. Majority of Stonehaven branded merchandise is purchased by locals for family and friends.</p> <p>Future funding of the App: The App is currently funded for 3 years. The SBA committee is still divided regarding offering advertising space on the App. Ian suggested that perhaps rules could be put in place to prevent domination of advertising by larger companies.</p> | DB |

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| | <p>Dawn to write out an explanation of all the various options for advertising. To be discussed again at the next meeting.</p> <p>Use of App by local sports clubs. Still awaiting response from potential users.</p> | |
| 4 | <p>Phoenix Community Garden: Grants have been approved pending 2 conditions; 1. Public consultation Nikki Ritchie of Hyve Architects, Allardice street, Stonehaven has offered to put up a display of the project for the public to view 7th – 9th Jan 2021 (1-7pm, 10am –4pm, 10am-4pm respectively). Social media will also be employed. Interest of support is required ASAP. 2. Liaise with community police regarding potential for ‘loitering’ etc. The police have already given their approval. Awaiting written confirmation.</p> <p>Planning permission is in. Horizon very supportive of the project. Recycling bins to be relocated in the square and 2 litter bins provided within the project area. Contracts have to be in and ground broken by March 2021 and money spent by Sept 2021 All completed in time for the Feein’ Market (first Sat in June).</p> | DB |
| 5 | <p>Spaces for people: A compromise was reached and a number of barriers were removed leaving barriers up at pinch points. SBA / Council relationship remains good. Ian to forward Wendy Agnew’s emails regarding the barriers to the roads dept.</p> | DB |
| 6 | <p>CLAN Light the Noth: The QR code on the lighthouse will inform visitors to the lighthouse of all available deals in Stonehaven. All businesses wishing to offer deals to let Dawn know ASAP. Dawn to let participating businesses know how the QR code will work. Crowd funding for both the purchase of the CLAN Lighthouse and the Christmas tree lights discussed. £3000 needs to be raised and this would hopefully be matched by the Community Top Up Fund. Application for the Top Up fund has already been submitted with the argument that the CLAN Light the North project will attract people into the town. Businesses in Stonehaven have already made pledges and these are to be followed up. Sheila to formulate a list of owners of business premises. Flyer to businesses regarding the above has already been done but needs proof reading and finalizing by New Year.</p> | DB and CS |

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| | Charlie recommended 'Go fund me' as being the best crowd funding option. | |
| 7 | <p>Margaret Street Toilets: Repairs have been completed and Toilets are back in service.</p> <p>Street Lights: Some lights in the Town Centre are out at night and on during the day. Supposed to be looked into week beginning 1 Dec 2020. Street lights have numbers. To report a faulty light the number can be logged into Aberdeen Council website via Face book.</p> | <p>DB</p> <p>IP</p> |
| 8 | <p>SBA Gazebos: These have been much appreciated by Mackie Academy. A small repair is required on one of the gazebos and we have been assured this will be made good. The Gazebos have been taken down for the Christmas school holidays and reinstated in the new term.</p> | DB |
| 9 | <p>There was no feedback from the STP. Steve reported on The Lions: Feein' Market 2021 to be confirmed end of Jan 2021 before starting the planning for it. Dawn attended the virtual community council meeting: The Public Toilets were discussed. Community Council also to co-ordinate all the various Food Banks in Stonehaven.</p> | SM |
| 10 | <p>AOB: Lesley to compile the SBA Chair/Secretary Rota for 2021</p> | |
| | <p>Next meeting Mon 8th Feb 2021 Chair : Lesley Leslie Secretary : Charles Sands (A meeting in January 2021 may be organized if felt necessary)</p> | |