

**STONEHAVEN BUSINESS ASSOCIATION**  
**Minutes of Committee meeting held on Thurs 22<sup>nd</sup> February 2024**  
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	<b>ACTION</b>	<b>BY</b>
	<p><b>Present: Martin Gray (chair), Jennifer Davidson, Charles Sands, Janice Anderson, Dawn Black, Ian Philip</b></p>	
	<p><b>NOTE: This was an extra meeting to discuss the forward direction of the SBA.</b>  <b>(See also document <i>SBA Forward Direction and Actions Required for Discussion February 2024</i>)</b></p> <p><b>Funding of Stunning Stonehaven Website:</b></p> <p><b>History: Money was received from the Improvement Fund to pay for an app and the existing Stunning Stonehaven website was transferred to a new one with the app alongside. Last year, Neil Cunningham of Our Community Hub, who host the current site/app, 'disappeared' and was uncontactable. Someone he worked with took over hosting but the app is no longer available on the App Store (just the android version).</b></p> <p><b>The fee now due is a hosting fee which had previously been paid up front for 3 years. The idea of advertising was dismissed by the SBA committee in the past but is still a possibility. Only the website would be ongoing if we choose to continue.</b></p> <p><b>There are local companies giving grants for running costs of such projects as well as windfarm funding. The website hosting can be paid for on a monthly basis and it is proposed we move to this.</b></p> <p><b>SBA Funding Model:</b></p> <p><b>With regard to SBA funds and income v expenditure, we do not have much money to play with and most goes towards maintenance of the Christmas light each year. It is proposed that we move to a different funding model for the Christmas lights, eg a Just Giving page running over the course of the year for locals and businesses to contribute to the cost. Website advertising can also be sold to all (not just members) – to do this we need to develop an advertising strategy and system for rates charged.</b></p> <p><b>The committee is happy with MG's suggested changes to wording on the website.</b></p>	

**Networking/Training Events:**

**It was agreed that we need to sell the benefits of SBA Membership in a more cohesive way.**

**The Whatsapp group chat has been successful in bringing together retailers – should we have a separate for other types of business? It was proposed that we talk to Sheila Haworth to establish if this would be useful.**

**An important selling point for the SBA is getting to know other businesses/networking and a 'spotlight' feature on particular individual businesses would help facilitate this and build community spirit. Another idea is to arrange outreach events, eg talks to business pupils at Mackie Academy.**

**Conclusion:**

**The committee is in agreement about making the changes proposed in MG's Forward Direction document going forward and intends to schedule a plan for changes regarding the website and focus on businesses.**