

STONEHAVEN BUSINESS ASSOCIATION / TOURISM GROUP
Minutes of meeting held on Monday 14th June 2021
Virtual meeting via Google Duo, 7pm

	ACTION	BY
1	<p>Present: Jennifer Davidson (chair), Steve McQueen (secretary), Dawn Black, Sheila Howarth, Lesley Leslie, Ian Philip, Charles Sands, Eion Stewart. Apologies: Jim Wands.</p>	
	<p>May 2021 minutes approved with two corrections from Dawn. Amended copy to be sent to Charles to update the website.</p>	All
2	<p>Financial Report: £350 has been received for 'Light the North' (£250 from Stonehaven & District Lions Club & £100 from Stonehaven Tolbooth Museum).</p> <p>Expenses from last month were £12 for the website & £13 for companies house.</p> <p>Other income has come in from the start of the car boot sales. £991 has been raised so far from 4 car boot sales. We had to pay out £147 for tables, signage, hand gel etc, but they are one off expenses. Good weather, pent-up demand & Thainstone still being closed has made our car boots more popular. We would be struggling for space if any more cars turned up.</p> <p>We now have £9715 in the bank, £5000 of that is restricted funds for Phoenix Fund & 'Light the North'. £5000 we need to pay for last years Christmas Lights & another £1200 for accountants fees. Still slightly in deficit.</p> <p>Aboyne offered us some Christmas street lights, £750 has been paid for 10 Christmas lights & they will be delivered to us.</p>	CS
3	<p>CLAN, Light The North / Fundraising: We are still £280 short of our £6000 target for 'Light the North'.</p> <p>Dawn has sent out a PDF which has examples of other Winter Wonderlands to give us all some ideas of what some other towns have done with their windows. It would be really nice to have all the windows around the centre of town participating in this. Dawn is looking to start promoting 'Light the North' more as we move into July, the plan would be to have a family friendly prize to go along with this.</p> <p>Ian suggested using the gazebos on a Saturday afternoon along the beachfront to do a tombola / sell raffles from things from that have come from the businesses. Will take a bit of planning & we can use the opportunity to promote the SBA too. Charles asked whether if this fundraising would be done with cloakroom tickets or if raffle tickets would need to be printed, we would possible</p>	DB / IP

	<p>need to register with the council as a small lottery (which takes a couple of weeks). Steve asked who is willing to do this / has the time to do this & it was suggested that other members of the SBA could be asked to help out with this as weekends can be difficult availability wise for some members of the committee.</p> <p>Ian will work on a draft of ideas, dates, what we can achieve, whether it is a printed form or just a raffle ticket format & send this out to people to ask how they would like to be involved. Sheila suggested that we could work with local groups to give 10% percent of what is raised to local groups.</p> <p>Jennifer has spoken to Liz Johnston & this years Window Competition will be going ahead. We need to distribute the forms from multiple locations this year & use honesty/donation boxes to collect the funds. Alternative options would be to offer smaller price ask people to download the form online / use the Stunning Stonehaven app for this.</p>	
<p>4</p>	<p>Stunning Stonehaven/Community Hub-Website & Social Media Update: For the app, Dawn has not received the email with the most up-to-date download figures. Hits & users are staying steady, not necessarily growing but staying steady. The website is 1.3K users, 1.8K sessions, down slightly from the previous month but around the same level. Webcam page is the most visited. Looking to get more of the Sports Clubs onboard & getting their members to use the app. Facebook has been reasonably steady as well. Page reach is up by over 100%. More things have been posted this month & the Instagram reach is up dramatically as well. A few small home businesses have been in touch asking to be promoted on Stunning Stonehaven. Keeping an eye on any events that are coming.</p> <p>Ian asked for a deal to put on the app for users to be able to show the Stunning Stonehaven App to get 20% off a particular range. Ian wanted to use this as a test deal / promotion, but no one has been in store yet to use the deal. The deal runs for a week & Ian will report back.</p> <p>Stunning Stonehaven Banners were cleaned & are up again to generate more interest too.</p> <p>SBA Facebook page doing well & growing, boot sale post reached 4000 people.</p> <p>We need to start distributing out the maps again to make sure everyone has stock of them.</p>	<p>DB</p>
<p>5</p>	<p>Phoenix Community Garden: We had a bit of a hold up</p>	<p>CS</p>

	<p>getting the materials approved but that was finalised last week. The STP have been contacted & asked for the lease to be put forward to be signed now. As soon as the lease is signed we can start work. Work was supposed to start on the 1st June, we are now 2 weeks behind but we have build in a contingency of time into the plan because it was inevitable that something like this would happen.</p> <p>The recycling bins have been moved.</p> <p>We are on track to getting the lease finalised, as soon as that is done, insurances can be put in place & the work can start.</p> <p>We are aware of general shortages of materials but have been assured that everything is on order & in hand.</p> <p>Once the works starts, the north entrance to the car park will be shut for the duration of the works to keep everything safe for the workers. The Council has a responsibility to display to inform people of this closure once they have a date that they can work with & Dawn will put together a press release once we have a start date too.</p>	
6	<p>Members Update: One new member = Majestic Takeaway. When people do join we need to promote them through the Facebook page & Dawn can do welcome to the Business Association posts.</p>	CS
7	<p>Feedback from community groups: Lions - Nothing to report. Community Council – There is a plan to do a Freshers Fair type event at the end of August / Start of September in the Town Hall or at Mackie. Different clubs would be able to attend to discuss what they do & to recruit new members. - A Community Action Plan will also be made up to ask the people of Stonehaven what they want & there will be a public consultation process for this. - There is a 1.8 million participatory infrastructure budget for Sports & Leisure. Live Life Aberdeenshire’s main idea is about upgrading the leisure centre to a certain extent, but they don’t want to just impose this, so a steering group has been setup to put together a number of idea to be voted on at the end of September. STP – Nothing to report.</p>	DB / SM
8	<p>Car Boot Sale: Already discussed in detail with the financial report, normally we have asked charities to help with the car boot every second week, Charles will invite charities to do this from the end of this month onwards for every second week.</p>	CS
9	<p>Faulty Tours / Fairtrade Status Update Faulty Tours</p>	LL

	<p>Lesley has met with Susan from Faulty Tours. She has done a couple of really beautifully presented tours already & she will get in touch with Dawn for her Stunning Stonehaven listing. She has also been given forms for membership.</p> <p>Fairtrade Status Update This is such a good thing to be involved with. To support producers, their employees & their communities in developing countries, these are people producing the things that we love to buy in the supermarket & it makes a lot of sense to support it. All that Peter Bellarby is asking for a letter of support from the SBA. Lesley has drafted a letter of support & will send it out for our thoughts. The Fairtrade Foundation website is really good for anyone that wants to know anything else.</p>	
<p>10</p>	<p>AOB:</p> <p>- Water Barriers on the Braes Ian is looking to resolve the issue of the horrible red & white barriers on the Braes. The council are saying that it is pretty much impossible to change them out as it would cost £125,000 to get a different colour. Covering them with something is not an option for safety issues. To paint them would cost £70,000. Ian will investigate options of spray painting the barriers to do a full costing. There are 300 barriers that would need to be painted & a little bit more work needs to be done into this. Possibly something that could be put forward for funding in the future.</p> <p>- Anti-Social Behaviour There have been discussions online of some issues & complaints of anti-social behaviour in some areas of the town / at the harbour. At a town improvement meeting Councillor Agnew had discussed the introduction of a bylaw to ban outdoor drinking at the harbour in Stonehaven. Councillor Agnew has started a petition but the general feeling within the SBA is that such a decision would be a killer for the town & that any anti-social behaviour is a police matter.</p>	<p>IP</p> <p>IP</p>
	<p>Next Meeting: Monday 12th July 7pm Chair: Steve McQueen, Secretary: Dawn Black.</p>	