

STONEHAVEN BUSINESS ASSOCIATION / TOURISM GROUP
Minutes of meeting held on Wednesday 2020
Virtual meeting via Google Duo, 7pm

	ACTION	BY
1	Present: Dawn Black (chair), Jennifer Davidson (secretary), Lesley Leslie, Ian Philip, Sheila Howarth, Steve McQueen, Charles Sands, Jim Wands. Apologies: Mitch Mckay.	
	March (AGM) minutes approved.	
2	CLAN – Light the North: Today was supposed to be the day of the online selection process but DB received an email on 21st April to say that the process is not ready yet. Previously, DB had been advised that preparations for the event were going ahead as planned despite the COVID-19 pandemic, with an end of August deadline for us to raise funds for a lighthouse (although CLAN have advised that they will allow us some flexibility with fundraising). CS raised the point that CLAN still needs funds and has been in touch with KDP re fundraising options, who suggest applying for Area Manager Top-Up funding from Aberdeenshire Council. This would still require a proportion of money to be raised. The Committee discussed whether it would reflect badly on the SBA / damage our reputation if we ask businesses to donate at this difficult time. What are the implications for pulling out completely? A different approach to funding was also suggested, e.g. a quiz online for members of the public. DB will send a letter to Ruth at CLAN outlining our discussion and DB and CS will try to compose a letter to members regarding fundraising.	DB CS
3	Financial Report: Bank balance stands at £10662, with £100 paid out for the Stunning Stonehaven website and £669 for renewal of insurance. Work on the garage roof is ongoing. CS has been trying to open a new fundraising account with RBS but has run into difficulties due to the existing mandate. The meeting unanimously resolved to remove Gordon Ritchie and Niall Menzies from the bank mandate.	CS
4	Stunning Stonehaven website: Not much going on due to the lockdown. Regarding subscription renewal, a letter/email was sent out to those with listings to say that we are not asking for fees until things start to move again. Statistics re hits etc will be sent out when we are back; however, figures for those searching 'Walks' have increased. IP asked if it would be worth putting out a request for blogs. DB didn't think there would be much uptake but will try.	DB
5	Walking maps: The new version has now been delivered and boxes are being stored in the garage.	
6	ShopAppy / Community Hub: IP has been talking to Gordon Bell of The Retailer (who also did an online	IP SH

	<p>presentation with Aberdeenshire Council). Supermarkets will be fighting over customers in the next 6 months and the model for retail has totally changed. The local side has to be strong and has the potential to do well coming out of the pandemic, using platforms like ShopAppy. SH mentioned Facebay – ShopAppy does the same thing on a larger scale.</p> <p>IP talked about Our Community Hub, an online platform (overreaching things like ShopAppy), for the whole community – see also IP's email regarding this. Our Community Hub covers everything a community has to offer, including services, groups, retail etc, and it enables communities to talk directly to users. It charges a small monthly fee, or for a full package, with the company running everything, set-up costs are £6-7000. The Committee asked how this might overlap with Stunning Stonehaven and whether SS could be the 'front end'. IP will pull together information about this and talk to STP, Community Council and other organisations.</p>	
7	<p>Supporting businesses and community through the COVID-19 lockdown: see above. DB will post on Facebook that we are here and thinking of ways to help.</p>	DB
8	<p>Letters of support for Diane Henderson funding application for new tourist signage and boardwalk seating: IP and LL have emailed letters of support for the Committee to look at and these were approved.</p>	IP LL
9	<p>AOB: none.</p>	IP
	<p>Next Meeting: Monday 11th May, 7pm via Google Duo</p>	