

STONEHAVEN BUSINESS ASSOCIATION / TOURISM GROUP
Minutes of meeting held on Monday 8th June 2020
Virtual meeting via Google Duo, 7pm

	ACTION	BY
1	Present: Lesley Leslie (chair), Jennifer Davidson (secretary), Dawn Black, Ian Philip, Charles Sands, Steve McQueen, George Baird, Jim Wands (joined later), Sheila Howarth (joined for part of meeting only).	
	May 2020 minutes approved.	
2	<p>Community Hub: GB presented information he had gathered about the Community Hub website/app. It is relatively new (online end 2019, beg 2020) and is currently being used by 6 organisations, including 2 sports orgs. Those most like Stonehaven are KPT in SW Scotland and the Western Isles, both of which GB contacted. KPT replied: their website/app is grant funded, but they are also looking at local businesses to fund (although not many of these are currently listed). They will be launching this week and it is up to admins to add information, not businesses. In terms of users, not many people using Community Hub yet (<100), although more for the sporting apps. IP presented feedback from a video call with Neil Cunningham of the Hub group, which DB also attended: online users seem to be going less for websites than for apps as apps draw people in more – people need to have an interest already to use a website. A Community Hub is a communication tool, bringing the internet into a bubble and keeping communication within this bubble. An app also minimizes the labour of inputting information. There are 2 levels for signing up to the Community Hub –</p> <ol style="list-style-type: none"> 1. The basic page, with name, email phone no. 2. A higher level, enabling events, notifications, promotions, with the ability to add in favourites and remove things <p>The Hub has a News page which anyone can add to via the admin. Tabs can be added to go directly to eg Stunning Stonehaven and The Bellman (these can also be limited between groups), and events can be posted to a private group or as a public event (ie What's On). The Admin group must be very switched on and run things carefully, but the core group can be changed and adapted. The app would be free for most users. IP and DB had a follow-up chat with Mike Duncan, Fraser Govan and Diane Henderson. Costs: the initial setup would be £6000 (one-off), with a monthly hosting fee of £75 and a licence fee of £1 on top. Additional costs for listings would be £1500 setup, then £30 monthly, with a 3% transaction charge. The Hub could have a 3 tier system, eg the Rugby Club</p>	GB IP

	<p>could have a hierarchical setup, and collaboration would be powerful.</p> <p>Integration with Stunning Stonehaven: if SS is migrated then added into, links will be huge and outgoing links won't help to boost traffic. GB thinks it would be best to take SS information and incorporate it into the Hub – there would be little point in running the 2 together as this would mean them competing with each other. The Hub is less graphical than SS, so better on a mobile device than our website – a different experience for the user. GB reported that the SS app option wouldn't have the functionality to run push notifications. It has similar running costs but draws information from the website, which is very graphical – text-based info works best for apps.</p> <p>The Committee expressed concerns that businesses could be sidelined, with community information taking over. A Steering Group would need to be unbiased, with one overall admin. SBA/STG would take the lead on this.</p>	
3	<p>Phoenix Fund: £10K is available for helping businesses out of the COVID-19 crisis – this is the only funding available in writing at present, although other grants etc may become available. Aberdeenshire Council have indicated that if we applied for Phoenix funding for the Hub it would be likely to be granted. IP requested a vote on applying for the funding for the Hub – SCC are also going to take a vote.</p> <p>SM voiced serious concern that so much discussion is being held around using the Phoenix Fund for the Hub after our previous meeting and that time is being wasted on it which could be spent on other topics. Concerns were also raised regarding overlap with the SS website, lack of benefit to businesses, overshadowing by other groups/the Council, and the general suitability of the Phoenix Fund for the project (although it was acknowledged that the SBA/Tourism Group would be able to take the lead, other proposals were not being put forward, and that ideas such as pedestrianisation of/stalls in Market Square were unlikely to be straightforward in terms of Council permission).</p> <p>Criteria for Phoenix Fund proposals include: communication/marketing; paid advertising; loyalty schemes; vouchers etc; new and expended digital platforms; events/markets; training; consultancy fees; social distancing/posters etc.</p> <p>The vote on proposing the Hub for Phoenix Fund was inconclusive and the suggestion was made to submit a more generic proposal, not one specific to the Hub but more a mix of e.g. the Hub and outside seating. A heritage trail was also suggested.</p>	
4	<p>Stunning Stonehaven website: DB posted re a new Boardwalk sculpture, which had lots of engagement.</p>	DB

	During the COVID-19 crisis, engagement has doubled on the website, with June 4th the highest peak. 80% of the engagement is from the UK, with 10% US based. Most hits were on the Walks section, with blogs also doing well.	
5	Financial Report: No income in the past month, with £280 paid out for walking maps and £100 for website.	CS
6	Walking Maps: IP is happy to distribute to people out and about. A plan is needed for full distribution.	IP
7	Feedback from community groups: DB is dialling in to Community Council meeting on 9th June; nothing else to report.	DB
8	AOB: Window Competition – JD to contact Liz Johnstone re ideas for an alternative to the Window Competition	JD
	Next Meeting: Monday 13th July, 7pm via Google Duo Chair – Jennifer Davidson Secretary Sheila Howarth	