



Cullen Voluntary Tourist Initiative

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A Graham Bell
Secretary,
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Agenda
for
Annual General Meeting
To be held in the
TV Lounge
Cullen Community and Residential Centre
on
20th January 2016 – at 7.30 p.m.

Chairperson's Address

Minutes of the last AGM (2014)

Secretary's Report

Treasurer's Report

Submission of the Accounts/Appointment of Auditor

Tourist Office Report

Elections to the Committee

Election of Office Bearers

AOCB



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Minutes
Of
Annual General Meeting
Held in the
TV Lounge
Cullen Community Centre
on
12th November 2014

Present: Zillah Jamieson * (Chair) Graham Bell * (Sec)
Barbara Nash * (Treasurer) Simon Tucker * (Vice-Chair)

Apologies: The Rt Hon The Earl of Seafield Mrs Clare Russell
John Simpson Malcolm Watt
Ian Anderson* John Simpson
Rosemary Nolleau

** Denotes Committee Members*

Chairperson's Address

- One of the key objectives of the Tourist Initiative has always been the running of the Tourist Office over the summer months, and we hope this will continue for many years to come. You have all received a copy of the very comprehensive Office Report prepared by Graham Bell - and our thanks are due to him for maintaining the statistics necessary to prepare such a comprehensive report on all aspects of the running of the office. Whilst the visitor numbers to the office have fallen by 246 to 2,024, this may be reflected in the number of other events across Scotland, combined with the good summer weather, and the increasing use of the web.
- I would like to express our thanks to all the volunteers who manned the Tourist Office over the summer - open 7 days a week - and their names are listed in the Office Report. I think it is also noteworthy that there was not one single unmanned shift over the 3 month period.
- As in previous years, the Visitors Book reflects some fantastic comments not only about Cullen and the surrounding area, but also about the level of service provided by the Office volunteers. I think the latter is summed up by a comment from Switzerland – “We just love Scotland. The Tourist Office in Cullen is the best, and we have been to a lot, so many thanks.” Other notable comments can be found in the Office Report.

- As stated earlier, the Tourist Office will remain one of our key objectives, but 2014 has been much quieter in relation to other activity. Sadly, the Cullen Summer Festival did not happen this year. However, the 3rd Cullen Skink World Championships will take place on Sunday 23rd November. This year, a second championship has been added to the mix – Cullen Skink with a Twist – and it is great to see 3 contestants battling this out, together with 5 contestants in the Traditional Cullen Skink competition. We are grateful to Ian and Rena Watson for hosting the competition. And to our judges – Mrs Clare Russell and Louie Paterson of Cluny Fish.
- The community website - www.discovercullen.com – has gone from strength to strength in 2014, with an increase in traffic levels of over 300% during the course of the year. It was a great achievement to launch a community website back in 2010; since then, we have created a mobile-friendly version to keep up-to-date with these technological times; and this time last year, we embarked on a major overhaul which incorporated lots of new features. The new look design and additional features have undoubtedly been the prime reason for such fantastic increases in traffic. In addition, the agreement from Cullen Past and Present to have their Facebook presence visible on www.discovercullen.com has also had a significant influence on traffic levels. There are over 100 businesses listed, as well as details of community groups, community facilities, clubs, local events, things to see and do in the area, and a section on the rich history and heritage of the area. The website certainly gives our area a “window to the world”. At the launch in 2010, we little thought that, in 2014, we would be welcoming website visitors from all over the world, including countries as far afield as the USA, Brazil, Canada, Australia, Europe and even traffic from the United Arab Emirates, the Philippines, Costa Rica and Ecuador. Cullen and Deskford businesses and groups are asked to ensure that their details are up-to-date; the submission of updated information is very simple. We now have 139 people signed up for the Newsletter - up from 113 this time last year. Every attempt is made to keep the website up-to-date, with amendments made usually every 2/3 days; if however you see an error on the website or something that is out-of-date and should be removed, then please let us know. Thanks are due to Neil Hedley for his continuing and cheerful support when help is needed.
- Over the winter months, up-to-date information is available in the Tourist Initiative noticeboard adjacent to the bus-stop in the Square - including the QR code to take visitors through to the website
- The Cullen leaflet which was produced in 2012, and reprinted in 2014, continues to be displayed in the Tourist Office and over 30 leaflet stands across the Banffshire Coast area - with thanks to the Banffshire Coast Tourism Partnership for this facility; it is also downloadable from the website; we have also succeeded in having the leaflet displayed in Christies of Fochabers, Baxters of Fochabers and Johnsons Cashmere in Elgin.
- We continue to work closely with the Banffshire Coast Tourism Partnership to avail ourselves of appropriate marketing opportunities - which have been considerable during the year – including themed campaigns on Harbours, the Traditional Seaside Holiday, Food and Drink, and Shopping. We make sure that Cullen is well represented in their promotional campaigns, as well as details on their website - including 9 Cullen walks and several Great Days Out documents. We are grateful to Ashley Mowat for his interview on Cullen Harbour which features in the Harbours audio podcast downloadable from www.banffshirecoast.com The 2nd edition of the Welcome to Scotland's Banffshire Coast area guide was launched in March 2014, and, once again, we took out a full-page advert; 35,000 copies of the Area Guide were printed – with 21,500 distributed to all tourism points from Dundee to Inverness, including Aberdeen and Inverness airports, Aberdeen Inverness and Dundee railway stations, Aberdeen ferry terminal, Destination Loch Ness, Castle Urquhart and the Inverness City sightseeing buses; the remainder are on display in all of the Partnership's membership businesses and in the 30+ leaflet stands mentioned earlier; given the pick-up in 2014, a reprint will be done in March 2015 to ensure sufficient copies for the 2015 season.

- We are also in communication with Moray Speyside Tourism – and I participate in a Steering Group which is launching the WorldHost Customer Service initiative across Moray.
- Our key objective for 2015 will be the running of the Tourist Office over the summer months of June, July and August; I personally continue to be bitterly disappointed that we are not supported in our endeavours to have the office open for longer.
- We will support a Cullen Summer Festival in 2015, and certainly plan to hold the 4th Cullen Skink World Championships in November 2015.
- We will of course continue to maintain the website and add new features when we can.
- We sincerely hope that Cullen does not become victim to more aspects of Moray Council's budget cuts, and offer our support to all those campaigning for those facilities currently under threat.
- In closing off my remarks, I would like to express thanks to the members of the Committee who have worked tirelessly over the last year - but in particular I would like to thank Barbara Nash, Treasurer, and Graham Bell, Secretary, who between them not only set up and managed the Tourist Office which is so vital for the wellbeing of tourism businesses in the town, but have also contributed in so many other ways. Thank you both very much. And thank you to everyone for attending this evening.

Minutes of 2013 AGM

The Secretary presented the minutes and they were duly passed - Simon Tucker proposed and Barbara Nash seconded.

Secretary's Report

The Secretary reported that he had no further matters to raise as everything had been covered by the report from the Chair.

Treasurer's Report

The Treasurer presented the audited accounts to the floor. She reported that, with an income of £914-18 and expenditure of £2041-53, this had produced a loss of £1127-35 for the year. The balance in the bank stood at £1455-25.

The Treasurer advised that the loss was due to three factors:

- a) Advert in the Banffshire Coast Pamphlet £282-00.
- b) Website Update £440-00
- c) Cullen Pamphlet reprint £453-00.

The total expenditure for these items was £1177-00.

End of Year Accounts

The Chair asked if there were any points to be raised from the floor. There being none, Simon Tucker proposed the report, Zillah Jamieson seconded. The Accounts were carried.

Appointment of Auditor

The Treasurer informed the meeting that the present auditor had agreed to continue. The Chair requested that BN write a letter of thanks to him.

Tourist Office Report

The Secretary submitted a copy of the Office Report to the meeting. He requested comments and observations on the report. There were no matters raised. Office 2015 – He advised the floor that the Committee had taken the decision to request the Tourist Office for June, July and August as per previous years GB to proceed with the booking.

Elections to Committee

Barbara Nash intimated that she now wished to retire from the committee and at the same time relinquish the post of Treasurer. The Chair offered a vote of thanks for the invaluable contribution she had made over the last few years and wished her well in the future. The remainder of the present committee agreed to stay on the committee and were duly re-elected. It was also agreed to make an attempt to find more persons who could be co-opted to the committee.

Elections of Office Bearers

It was unanimously agreed that all Office Bearers be re-elected, but Graham Bell agreed to take on the role of Treasurer as well as his duties of Secretary for the present. It was agreed that Bank details should be changed to reflect these changes and that the Chairperson, Vice-chair and Secretary should be signatories in respect of signing cheques.

AOCB

Remembrance Day – It was agreed on reflection that the CVTI should not lay a wreath on Remembrance Day.

There being no further business, the Chair brought the meeting to a close and thanked everyone for their attendance.

Chairperson.....Date.....

Address.....

Secretary.....Date

Address.....

Vice Chair..... Date.....

Address.....