



www.discovercullen.com

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A Graham Bell
Secretary,
23a Seafield Street,
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Committee Meeting
Held in
Norwood Guest House
On
29th July 2015

Present Z Jamieson G Bell I Anderson

Apologies S Tucker

Chair's Report

The Chair opened the meeting and welcomed all present.
She had nothing to report at this time.

Minutes of the last meeting

The minutes of the last meeting were passed. ZJ proposed and IA seconded.

Secretary's Report

He had nothing to report at this time.

Treasurer's Report

- GB reported the current balance in the account stood in the region of £1800. He did not have an up to date statement.
- He reported that he had managed to secure £240-00 from businesses outside Cullen, with a further £50-00 promised.

Office Report

- Office successfully up and running
- Numbers for June were 454
- All shifts are covered

Website:

- An e-mail communication was sent out to all businesses on www.discovercullen.com (18/05/15) with a request that all businesses check their entry on the website. A small number of responses had been received. No further action will be taken.
- In addition, printed copies of the letter were handed out where possible.
- A new page will be added to the website to accommodate the details of those businesses outside the area who donated to our funds.
- Newsletter subscribers now number 155 (an increase of 2 since the last meeting); a short newsletter was issued on 17th May 2015 (including details of the 4th Cullen Skink World Championships) – using the Mailchimp system.
- Google Analytics: the traffic to the website continues at a very high level, as follows:

| | 2013 | 2014 | 2015 |
|-----------|------|------|------|
| January | | 1209 | 1829 |
| February | | 1145 | 1653 |
| March | | 1385 | 1681 |
| April | | 1444 | 1648 |
| May | | 1361 | 1898 |
| June | | 1493 | 1882 |
| July | | 1844 | |
| August | | 1978 | |
| September | | 1709 | |
| October | | 1614 | |
| November | | 1794 | |
| December | 482 | 1312 | |

Banffshire Coast Tourism Partnership:

- A review of tourism is being undertaken across Aberdeen City and Aberdeen Shire; the current recommendation is to move to one organisation with responsibility for the whole region. This is being further explored through the development of a business and marketing plan; the Partnership will be fully involved in the consultation process; and is currently meeting on a 1-2-1 basis with all members to ensure that they can fully represent the members' views and needs at future workshops. If progressed, the new organisation will take effect from 1st April 2016.
- With very little funding this financial year, the Partnership is focussing its activity on social media, development of www.banffshirecoast.com, the promotion of the Banff and Buchan Calendar, follow-ups to previous campaigns, WorldHost Customer Service, FoodFest15 and replenishment of leaflet stands across the area.

Moray Speyside Tourism

- The Chair confirmed having written to Cameron Taylor (18/05/15) requesting whether it would be possible to have a link from www.morayspeyside.com to www.discovercullen.com – given that our website provides pretty in-depth information about our area. While there is nowhere obvious on the Moray Speyside website for this, there must be lots of other local websites out there which could be usefully linked. Cameron's response (19/05/15) indicated that they are working on the website with a view to launching a new version of it by the end of July, including more information about communities and where to get more information. www.discovercullen.com is already on the list of links.
- Moray Speyside is planning some marketing activity, including a Cycling on Speyside campaign; this will also cover the Banffshire Coast region.

Cullen Skink World Championships:

Extensive promotional activity was undertaken in May and June, including a press release, e-mail communication with previous industry contacts, updating of www.discovercullen.com, e-mail communication to previous entrants, all businesses on www.discovercullen.com, and Newsletter Subscribers, events calendars on www.banffshirecoast.com, www.eventsnortheast.org.uk, www.greaterspeyside.com, www.morayspeyside.com and www.foodfest15.com, together with social media. Press articles appeared in the P & J (21/05/15), the P & J Weekend Supplement (04/06/15), half-page articles in both the Banffshire Journal and Banffshire advertiser (both 26/05/15). It is understood that an article may have appeared in the Weekly News. Dialogue is in hand with a Corporate Press Officer from VisitScotland regarding an article about Cullen Skink, the World Championships, and how Cullen uses Cullen Skink to attract visitors.

To date, we have had one entry for Traditional Cullen Skink. We have also had communications from several people interested in spectating at the event.

AOCB

Charitable Status

This topic was raised at the last Committee Meeting; the following is the last exchange of e-mails the Chair had with Fabio Villani on 20th May: "Sorry, it took me longer than I expected to have a focused conversation with my contact at Development Trusts Association Scotland. His view is that it would be difficult to persuade OSCR that running a tourist information centre is a charitable activity in its own rights. However, he also thought that the provision of tourist information could be just one part of the activities carried out in, say, an education and interpretation centre educating visitors and locals about the area. In this case, it should be possible to get charity recognition."

It was agreed that this was not be pursued at this time.

The meeting was closed.