

Minutes of East Neuk LTA Meeting  
Tuesday, June 18 2013 at 7:30 pm  
Cornceres Farm, Anstruther

**Attendees:**     Andy Peddie, Chairperson     Cornceres Farm & Silverdyke Caravan Park  
                       Nikki Pollock, Vice Chair     Ardross Farm  
                       Gail Sorley, Secretary     Sorley Strategies  
                       Susan MacNaughton     Marketing Manager, Crail Golfing Society  
                       Roger Brown     Kellie Castle/Hill of Tarvit Property Manager  
                       Giselle Glackmeyer     Crail Accommodation Network & Alton House

**Apologies:**     Debbie MacCallum, Graeme Anderson, Cllr. John Docherty, Brian Poole, Craig Miller,  
                         Pam Smith, Chris Van Heath, Simon Hayhow

The meeting was called to order by Andy Peddie with welcoming remarks and announcement of apologies from/by other members. Minutes from May 21, 2013 meeting were then introduced and approved.

Subjects under discussion included the following:

--a meeting having taken place between Andy, Nikki, and Ann Camus (Fife Council/Fife Tourism Partnership), discussing various topics/ideas regarding East Neuk tourism; it was requested that the Anstruther Activity chart done by Gail be sent to her for her use (it is);

--an organization chart of tourism contacts at various organizations – Visit Scotland, Historic Scotland, Welcome Scotland, Fife Council, Welcome to Fife, Love Fife, FTP, etc. should be created as a roadmap of who does what and who to contact for ENLTA-related matters;

--member database of ENLTA business and accommodation providers should be developed in order to (1) invite these members to ENLTA activities and (2) invite them to register with the FTP, among other purposes; this database should be ENLTA-area specific, in-depth, and kept up-to-date; Giselle mentioned she has a spread sheet of Crail businesses and accommodation providers, and Gail also has a database of businesses in the Anstruther/East Neuk area, both of which could provide the start for this ENLTA database;

--Nikki and Andy are to see Craig and Angus, both in Elie, to update them with topics of this meeting;

--Kingsbarns – question arose of whether Kingsbarns should be considered part of the East Neuk; Giselle offered to speak with a contact in Kingsbarns to determine if they want to, or even consider themselves, to be part of the East Neuk; no official dividing line that anyone was aware of;

--ENLTA website – is one needed? who to set up, run it and manage it? Lengthy discussion about the benefits and problems of such a website followed. Buzz Computers manages the East Neuk Wide website as well as others. Giselle had spoken with Ken Lawson about other websites – i.e., Smart Community Fife, Explore Fife, etc. – to determine possible usability by ENLTA. Roger felt it unrealistic to create such an ENLTA site, while

Susan offered that small villages have problems in marketing themselves via websites and using social media, SM doesn't replace marketing but is an adjunct to websites, and you need a person to communicate with SM forums to keep up to date and get info out. It was then determined that (1) someone needs to create the framework for a WordPress site, (2) anyone(?) on the site can update info posted, and (3) create site by creating one page per village which is then managed by a content manager, all to be determined. A "driver" to get stories online about towns, events, news, etc., and blogs incorporated; the name of Kirsten McKenzie of Pittenweem was mentioned. It was agreed that there should be a summary of all the town sites on the internet created (i.e., Visit Crail, Visit East Neuk, St. Monans, etc.). Nikki mentioned that eye-catching graphics, visual, pictures, etc. need to be used rather than just text to catch attention. The subject of funding for such an ENLTA website arose, with no firm decisions or answers on this. Nikki suggested researching who's hosting websites and paying for them, find out more about the various village websites, and possibly (somehow) get the website creators together; the name of David Stuckifeld, Pittenweem, was mentioned. SM for the ENLTA should enable Twitter and FaceBook, and other SM sites, to be able to communicate with each other. Everyone agreed that more research is needed to determine the best ways to make a website as well as SM venues work for the purposes of the ENLTA.

--Future marketing activities, per the plan that Doug Ritchie provided, have been agreed to be "on hold" for now due to other nearer-timed and more pressing priorities for the group.

--LinkedIn – Susan agreed to look into setting up an ENLTA listing/membership.

--Brochure swap evening for members of the FTP has been set to **Tuesday, Sept. 17, at 7 pm**, location to be determined.

-- Sites of possible interest mentioned to the group include #Scotfood, #dundeehour, and a Tourism Tuesday which is on Twitter.

--Brochure reprint: Nikki and Giselle are overseeing. A Word document has been prepared for Derek Munn, with updated reprinting quotes coming back to Nikki. There are minor changes to the brochure, per Giselle. He'll be checking with Ann Camus regarding approval of the reprint – it takes two weeks for approval, and another two weeks to actually print. McCann Greenwood has the actual digital files of the brochure, and Roger is putting Nikki in touch with McCann Greenwood. The funding application had been done by Jim Hope, and the bank account is all set up. Ann Camus has said its okay to do the printing before the funding actually comes through. A reprint of 10,000 (increased to 20,000 – printing price to come?) will then be distributed, with distribution method to be decided.

The next meeting of the East Neuk LTA will be on Tuesday, August 20, at 7:30. Roger Brown has agreed to host the meeting at Kellie Castle.

All business having been discussed, the meeting adjourned at 9 pm.

Respectfully submitted,  
Gail Sorley, ENLTA Secretary