

VISIT EAST NEUK COMMITTEE MEETING

Tuesday, July 16, 2019, 6:30pm

Cocoa Tree Shop, Pittenweem

Attending: Roger Brown (chair) , Andy Peddie (treasurer), Cllr. John Docherty, Sophie Latinis, Gail Sorley (secretary)
Apologies: Alex Gardner, Roy Giles, Rosie Jack, Caroline Warburton, Lachlan Maclaren, Gordon Bell, Martin Dibley
Guest: Darren Peattie, East Neuk Salt Company

Meeting began at 6:40 by welcoming Darren Peattie from the East Neuk Salt Co. who gave overview of ENSC and what its' aims/objectives are within the East Neuk community. Darren wants to ultimately promote ALL of the East Neuk by using business as a tourist attraction to draw people to area; create jobs; help raise money for area schools; collaborate with other area businesses; and create short films/videos showing highlighting aspects of East Neuk. Solar evaporation pans will be in paddock field, and the windmill management will be transferred from Peter Peddie who leases windmill to Fife Council for a peppercorn rent as a destination site. John has had meetings/conversations with Darren and is in favour of supporting this. Darren is interested in joining VEN (filled in application on the spot!) and being a management committee member.

Darren left meeting at 7:05pm...committee members present all agreed Darren would be a welcome addition to the committee and an invitation to join will be extended to him. **ACTION: Gail to extend formal invitation to become a VEN management committee member.**

SPECIAL NOTE REGARDING THIS MEETING AND THESE MINUTES HEREIN: as meeting attendance fell short of a quorum, the meeting discussions, decisions made, and actions to be taken are RECOMMENDATIONS ONLY.

Minutes of June 17 meeting were approved by Roger, seconded by Sophie. Minutes in future will use a different format, more succinct, with actionable points highlighted. **ACTION: Gail. implement new minutes format immediately**

Treasurer's Report by Andy: account balance is £4192.77 in bank, RNLI paid £10 membership fee, and there are no outstanding bills (Invoice from Gavin Sime for £500 received shortly after meeting). Invoices to social media campaign clients will be issued by Gail, with copy to Andy, and payment can be made by BACS or cheque, with the payee sending a screenshot to let us know the £75 has been paid so their SM campaign can begin; payee methods will be included on invoice; Andy will then track payment into RBS account. **ACTION: Gail to issue outstanding social media invoices with added payee info, Andy to track receipt of payments.**

Re adding signatory to account, Roger has followed up with RBS, and Andy will be in touch to complete process of adding Roger to account. Debit cards are not issued on this type of account. Any approved expenditure incurred using a personal debit/credit card to be invoiced to the Treasurer. **ACTION: Andy to finalise Roger being a signatory on account.**

Funding applications/requests pending: Expense of info kiosk for coming year has increased fee could wipe out balance of VEN account. Sophie et al all agree VEN is doing job of VisitScotland as tourist information source so support money should come from them – but won't happen. Fee is £4000+ for coming year, unsustainable for VEN. Make more commercial and charge for brochure display into kiosk, per Sophie's suggestion? All attendees agreed £3000 cost should be maintained for this year, but in future the costs have to be explored to be better supported and possibly capped. **ACTION: Roger/Andy to update Alex regarding VEN kiosk costs/expenses and discuss options.**

Meetings attended: Roger went to SFM 50^t anniversary celebration, and Andy/Roger went to short-term lets meeting with consultant working on behalf of Scottish Government. Crail and Elie residents think short-term lets are a negative factor, while Anstruther residents are more accepting of them. Sophie feels second-homeowners should pay a surcharge to support the villages they don't live in full time but yet use resources and support systems. Roger attending Fife Tourism Partnership Chair of Chairs meeting on 1st Aug.

Charitable status registration: no change since last meeting;

Membership: Secret Bunker membership question raised by Gavin; Kirsty Weir is Marketing Director for SB and her membership application lists SB and her Beachhouse Walk guest house as her businesses. She has also been suggested as a possible committee member. Andy has spoken with her already. **ACTION: Gail/Andy to invite her to come to a meeting and possibly join group; add her to agenda for next meeting as a guest speaker and determine any interest in Secret Bunker becoming a member.**

Sophie is forming an arts support business to better support the Pittenweem Arts members, potential for group to join VEN as a group. **ACTION: Sophie.**

Flyer– no progress – target for end of year? End of season meeting? **ACTION: All, follow-up for future discussion.**

Social media promotion – several uptakes underway with Gavin, revisit promotion in August/Sept. with possible resending offer for Autumn/Winter selling season; monitor businesses using SM for any uptake increase/response rates? **ACTION: follow-up with SM businesses for feedback on effectiveness of SM campaigns undertaken.**

Roger suggested the need for better/more communication with VEN members by email and/or possibly a FB Messenger group should be created...information about events/etc. could be passed to Gail who will turn it around to other members via email or a newsletter...Gail to do publicity with local papers, info exchange with other groups, FB, and also updating John Murray and Caroline Warburton so they can send on to who they think appropriate. **ACTION: Gail to implement by contacting VEN members by email asking that any newsworthy info be sent to her for passing on to Gavin, as well as updating members with any relevant info she receives from VisitScotland, Food from Fife, Fife Tourism Partnership, Historic Scotland, etc.**

Year of Coast and Water – digital marketing project 2020 – Visit Scotland has suggested VEN join with Tourism St Andrews for joint Growth Fund application. Roger has discussed with Debbie McCallum (TStA chair) and he has concluded it would be best if VEN continues with its own application. Agreed social media projects for growth fund will be done independently by VEN.

VS has offered to do a workshop on Sept. 3 at 10:30am, (2-3 hours?) which Andy, Alex, Gavin and Roger will attend. Simon has offered a room in the SFM for meeting if needed, Sophie is looking into alternative meeting room with Jean Duncan. **ACTION: meeting attendance by Andy, Alex, Gavin and Roger, back-up meeting space to be confirmed by Sophie.**

Match funding of 25% to come from non-public funding. A fundraising charity stall at Bowhouse in August is available, but too soon per Roger's response to Rosie, with no brochures/materials for display. Ideas for things to do to attract children + raise money for VEN + publicise VEN needed. Roger to phone Rosie and update her. Common Good funding used for a project in a specific area – join portions of various funds from different areas together? John has a name/number of somebody who can help. **ACTION: Roger to update Rosie; discuss ideas for what would be used at a table at Bowhouse; check viability of joining various funds monies together; John to provide contact name he offered.**

Digital kiosk – still at harbourmaster's office. Roger has told Ann we don't want this yet Ann persists with it. John said send an email to Ann, cc John into it; John Murray sent Roger email about new dates to remove it, John will contact John Murray about this. What is cost of this out of tourism budget? Anstruther Community Council to also send letter requesting removal. **ACTION: email to be sent to Ann with CC to John Docherty; John to be in touch with John Murray; find out cost of kiosk; ACC to send letter requesting removal to Ann.**

Ann Camus – Roger was in touch with tourism signage strategy, no movement/answers. **ACTION: Roger follow-up.**

Tourism buses – Gail contacting operations/itinerary dept. later in summer/early fall. **ACTION: Gail doing contacting to pitch East Neuk as a tour-bus destination or lengthy stop on itineraries.**

John – electrical car charging points being put into Pittenweem. **ACTION: Gail to publicise this when in place.**

Marketing East Neuk booklet --- plenty still of hand...Andy thinks enough stock for 2020...no action needed.

Social media activity per Gavin – little on Instagram...Rosie taking care of this? Is she waiting for images? Roger to catch up with her on this. **ACTION:** Roger to speak with Rosie.

Events – Oct. membership meeting. Cambo to host on provisionally Oct. 23, contact @ Cambo has been ill will catch up with Roger the week of July 23. **ACTION:** Roger confirm date, Gail to update members & publicise to potential members

Joint membership meeting with Tourism St. Andrews on Wednesday Aug. 28 for both groups to meet at networking night, location CairnsMill Caravan Park in St. Andrews. **ACTION:** Roger confirming, Gail to notify members, decision to be made who will do a presentation/guest speaker needed?

Open Championship, 150th year, St. George's, FTP preparing involvement. VEN can join with with promotion group who develop collateral materials for various towns and areas. **ACTION:** Roger follow-up, get East Neuk included in promotional brochures, etc.

Fife Tourism Conference, Nov. 15. **ACTION:** who is attending? Publicise to members?

John: Access Fife promotes access to historical sites, etc. for people with disabilities, handicaps, etc. John volunteered to be VEN representative. Roger approved, everybody else seconded approval.

Next meeting date: NO MEETING in August, so next meeting is Sept. 18. ACTION: attendance RSVPs in September.

Respectfully submitted,

Gail Sorley, Secretary