

Minutes of Meeting

Bute BID Board Meeting

Date: 12th April 2023

Location: Bute Fabrics 5.30pm

Attendees: John Glen (JG)
 Sophie Reid (SR)
 Jennifer Dougal (JD)
 Willie Glen (WG)
 Sara Goss (SG)
 Lesley Paul (LP)
 Erin Murphy (EM)
 Duncan Martin (DM)
 Alistair Forsyth (AF)
 Fergus Murray (FM)
 John Weir (JW)
 David Adams-McGilp (DAM)

Points Discussed	Follow Up
1. JG welcomed everyone and gave apologies for those not in attendance – Alayne Byers	
2. No declarations of Interest offered	All board
3. As per the M&A JG stepped aside as Chair for the next part of meeting. JW took on role to ascertain if there were any other Board members interested in the role as Chair. None offered. John Glen re-elected. Sophie Reid agreed to remain role as Deputy Chair – all agreed. Auditors agreed as Jim Ross & Co. JG resumed the Board Meeting	
4. No one had any comments to follow on from the Minutes of March Board Meeting	
5. Matters Arising <ul style="list-style-type: none"> - Catch up with MS last week on back of AGM. MS felt it was not too poor an outcome, and that they were fully supportive of the continued work of the BID. - MS have a concern of what AITC are delivering for Bute and the spend they receive from the BID. Cathy Craig being invited to Bute to discuss plans for year ahead for Bute. 	JW/JG/SG

<ul style="list-style-type: none"> - MS happy to lend a hand with the sector meetings as they roll out. MS suggested breakfast meetings, possibly last Friday of the month. They suggest speakers and topics to be considered – eg Stuart Brownlee who heads up the Bute Trust as a potential speaker. 	<p>JG/JW/SR</p>
<p>6. Manager's Report:</p> <ul style="list-style-type: none"> - JW went through some aspects of his Manager Report - Pontoons opened and a disappointing support in terms of loos and showers provided. JW confirmed with the Harbour Master that over 40 boats turned away realising there were no shower and loo facilities on offer. - JW will be meeting with Joe McCabe, Bute Berthing Co. and Harbour Master to address this issue and get a solution until new facilities are sought. - AITC has had their 8 agents finish up end March with no budget given to keep Community Agents on. JW to explore with Cathy Craig their plan for the future. - JW met with LAL of Appletree Nursery about preschool – LAL said there was no need for more preschool and Appletree have no intention of pursuing it. Both LP and JD disagreed with this, in their experience more nursery provision (pre 2yr old) is sorely needed. - OctoberFest idea. To be shared with publicans. 	<p>JW</p> <p>JW</p>
<p>7. Fergus Murray's report</p> <ul style="list-style-type: none"> - Pavilion work to begin on site in May. They are looking for more capital to finish project, and a LHF application has been done. - A LHF application has been sought to develop the Royal Hotel as a site for key worker housing. - Discussion given to the need for MORE key worker and family sized housing on the island. A feasibility study is being done with the Rural Growth Fund to see where perhaps improving Guildford Square could be done. With the RGF, FM looking to see about getting the Albert Pier Building demolished and replaced with a facility fit for purpose with a net zero solution. - THI project coming to an end with last buildings being done on Victoria Place - Council staff to be moved to old Royal Bank – with the idea that Eaglesham House would go onto the open market. - FM mentions that he has experienced places businesses not ready for the influx of visitors. He noted lots of businesses were shut over Easter. 	

<ul style="list-style-type: none"> - Childrens Corner – looking to get some extra funding in place for this area at a later stage. - JG asked if any external funding for the Pavilion has been secured yet – and FM said nothing yet. Just a lot of meetings and publicity and marketing being done to demonstrate the need to get the building done. - FM also actively looking to demolish the old school building to create housing for key workers and families. - DM agreed that his company was being hired to begin stripping out combustibles from the school site. For Bute been in touch to look at recycling any furniture etc within the old school for charitable purposes. 	
<p>8. DAM Report</p> <ul style="list-style-type: none"> - Recent hosting of the VS 2023 Buyers Exposition. Outcomes are pushing ‘unique experiences’ and ‘soft adventures’. Pushing activities for the tourist that cannot be done as conveniently anywhere else. - Tourism Summit – discussions have turned to the idea of activities and visitor businesses that contribute to a Net Zero destination will gain more traction. Consumers are apparently more focused on places and companies that push for Net Zero outputs. - WAA have asked businesses on their website to check that their business entries are accurate and up to date. - DAM wishes to offer any support to FM and BID in the push to get the Pavilion finished. 	
<p>9. Feedback from AGM</p> <ul style="list-style-type: none"> - Mixed reports from the feedback the Board have received, but all Board agree it was not as bad as they thought it may have been in terms of conflict. A noted drop in online negativity has been seen. - Agreed by Board that a concerted effort to address the Levy payers concerns as to communication. Still understood that Comms is a two-way street however. - Sector meetings decided as a good way forward but must be held to gain positive ideas/feedback - Follow up letter from Tim Saul – JW feels he has addressed most of T. Saul’s ‘concerns’, and he will address the letter and Tim on his return from holiday. - Golfers petition given at AGM – Board to reply with a letter back to Tommy acknowledging the petition, and highlighting the great deal of work that has been done by the Board in the last 18 months. - October Fest idea to be discussed at the Licensees Sector meeting that SR and JD are proposing. If a publican does not wish to come on the BID board – SR and JD will see if they can encourage at least a licensee spokesperson to liaise with the BID going forward. 	<p>ALL BOARD</p> <p>JW</p> <p>JG/JW</p> <p>SR/JD</p>

<p>- SR to also talk with licensees on items such as outdoor seating for pubs, and outdoor licensing being a thing for Bute – make it a fact-finding exercise</p>	
<p>FM mentioned that Stan Ferguson of Ardmaleish is looking for an operating contract between the ABC and the BID. FM asks if JW could perhaps meet with Stan Ferguson in the future to discuss what information he is looking for.</p>	<p>FM/JW</p>
<p>10. AOB</p> <p>John Blue from Bute Arts Society has asked the BID if there would be any financial assistance with some of the acts he brings over. Board don't think they have the remit to spend Levy monies in this way, but are more than happy to help promote their calendar of events through VB.</p> <p>SG said that with any content/film Bute Arts Society has she could promote them through socials quite easily for no money. SG to look on YouTube etc for the acts.</p> <p>Cat CS asks the Board what their thoughts are for a business model for a discount card for Ritchies Smokehouse – where locals gain a discount, and a customer loyalty card? Discussion was given to pros and cons of local loyalty cards, and the difficult business landscape for providing money incentives to customers. Board not sure how they can assist at this point and think the Smokehouse need to consider this part of their own in-house marketing effort?</p> <p>EM wishes businesses to look at facilitating a more cost-effective way of bringing produce over as she is having real difficulty managing this in a financially effective way for her new deli Gather. EM asks if JW could research this and see if there is a business case demand for this for deliveries and perhaps find a new mechanism for a drop off place and pick up point for business on Bute to utilise? To be discussed at sector meetings too.</p> <p>Sector Meetings – Licensees to be held first, SR and JD have written invitation and asked publicans for a time, date and place that suits them. AB also should go. Board discussed breaking down business types and a Board member host the SM with the help of a Levy payer from that sector.</p> <p>EM to ask AB to do a Survey Monkey of the LP to confirm the sectors and the dates for the meetings.</p> <p>Board put forward – Accommodation Sector – AF Retail Sector – SR/JD</p>	<p>SG</p> <p>JW/EM</p> <p>SR/JD/AB</p> <p>EM/AB</p>

<p>Restaurants/Food/Café/Bistros/Takeaways – SG and AB Manufacturing and Service Sector – JG & DM Visit Bute Sector Meeting – SG and JD and AB</p> <p>Ideas of a drop-in style meeting where boards can be displayed and commented on would perhaps be best – Bank of Ideas thought perhaps a good place – but other halls/meeting rooms considered.</p> <p>Marketing – SG said VB marketing is continuing – with fantastic results in socials, with high numbers being reached. Insights on FB show numbers on AB/SG daily postings are much higher than the prior owners/managers of VB.</p> <p>SG and AB are getting quotes from local photographers on their price for pictures to be shown to Board when finished. SG discussed the need for good content and populating the island in its marketing is crucial to reach target markets.</p> <p>SG mentioned the JW and Jamie Murray meeting – The films for Bute would be great, but unless specifically used for a marketing purpose – may not be needed at this time? To be discussed with JW.</p> <p>SG showed the Board the ‘Direct Distribution’ sites, and asked if she can explore a budget to make a trifold leaflet for Bute to be distributed through DD outlets.</p> <p>SG asked if someone can ask CalMac to update their Bute Map on the Argyll ferry as it is woefully out of date. JD to ask for it to be changed to the new map when JW and AB have it printed.</p> <p>SR brought in the Holiday West Highland paper for Spring/Summer – Bute focus looks good. SG disappointed that they did not ask more Bute businesses if they would like an advert, as she would have had one for the Boat House, and was sure other Bute businesses would have liked an advert too?</p> <p>JD mentioned whether the Map was finished but AB and JW not there to answer this – to check with JW/AB</p> <p>Not all the Board have seen the Wemyss Bay drawings for advertising banners at the ticket office. JW to be asked to provide this.</p>	<p>SG</p> <p>SG/AB</p> <p>JW</p> <p>SG/AB</p> <p>JD</p> <p>JW</p>
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<p>SG wondered if JW can ask Joe McCabe if the new Bins around Bute could perhaps have a decal made to brighten them up? JD suggests 'Keep Bute Tidy' with a small Visit Bute logo and a QR code to be scanned to the VB website? SG will ask AB to see if there could be a design made and ask JW if this would be allowed.</p> <p>50 Easter Eggs were donated on behalf of Bute BID (JD & JW) for Bute Oasis (no charge to the BID). Going forward, in the Levy Payer survey, a question if they wish to support local/charitable/non-Levy payer events that increase footfall in business areas; and if so, what portion of funds are to be put aside to support such events.</p>	<p>JW/AB</p>
<p>THE MEETING ENDED.</p>	