

Minutes of Meeting Bute BID Board Meeting

Date: 13th September 2023

Location: Bute Fabrics 5.30pm

Attendees: John Glen (JG)
Sophie Reid (SR)
Jennifer Dougal (JD)
Willie Glen (WG)
Sara Goss (SG)
Erin Murphy (EM)
David Adams-McGilp (DAM)
John Weir (JW)
Alayne Byers (AB)

Points Discussed	Follow Up
1. JG welcomed everyone and gave apologies for those not in attendance – Duncan Martin, Alistair Forsyth and Fergus Murray	
2. No Declarations of Interest offered	
3. No one had any comments to follow on from the Minutes of July’s Board Meeting.	
4. JG opened the meeting by saying the Pavilion meeting at Parliament House was well attended and seemed a success by those who went. JG said that FM confirmed Albert Pier demolished and tarmacked is estimated around £25-£28k. A large section of the Rural Growth Fund has been allocated to the Pavilion, but Changing Places Fund is still an option for the Albert Pier and discussions are still ongoing. SG mentioned the Harbour Master has put up tape and will be putting up solid bollards to stop people parking there. JG suggests we keep this as a discussion point for FM.	
5. David Adams-McGilp – Update DAM & Cathy Craig have a meeting scheduled with MSP Jenny Minto in December; Isle of Bute is on the agenda. JG asked if they would like someone from the BID to attend, DAM will check and let us know. Visit Scotland coverage for ‘The Perfect Scottish Slow Morning’ featured 10 outlets on Bute and 56 accommodation providers. Marine Scotland – Marine skills to include Rothesay, Port Bannatyne and Ardmaleish. A note for the diary is that AITC summit is looking to be at the beginning of March 2024, in Drimsynie, Lochgoilhead. DAM will update the Board once a date has been confirmed.	DAM DAM

<p>Before leaving the meeting DAM gave thanks and appreciation to JW: “On behalf of Visit Scotland, the Argyll & Isles Strategic Tourism Partnership and myself, I’d like the minutes to record sincere thanks to John Weir for capable and spirited operational leadership, strategic guidance, and a fair-minded, common-sense approach to business development against a particularly challenging period of international disruption, national, regional and local change. You’ll be missed for your skill and style: I wish you and your family a successful and enjoyable future; and I hope you’ll keep in touch. Fair Winds, JW!”</p> <p>It was suggested Reeni Kennedy-Byle will be asking Visit Bute, BID and Community Council to share information near the end of the year.</p>	
<p>6. JW Update</p> <p>JW advised he has a meeting with Tom Murphy rescheduled for Monday regarding the shelter project & Montague St.</p> <p>JW collating a spreadsheet with contacts to hand over to the Board.</p> <p>He is still chasing Laura for using Rothesay Castle exterior as a projection site for the Local Artist Projection GOBO project.</p> <p>Adjustments need to be made to the budget to include pensions and PAYE.</p> <p>JW again advised not to draw down anymore funds from the Levy held by the Council until the after the end of the financial year due to corporation tax.</p>	<p>JW</p> <p>JW</p> <p>JW</p> <p>JW</p> <p>SR</p>
<p>7. Marketing</p> <p>The Board gave appreciation to AB and SG for their marketing success with the M8 Billboards and the 2 week campaign negotiated with 75 Media. Social Media has been positive to date and a good relationship with the media company is being built for more ideas on other key sites. SR said this was indeed a marketing ‘game changer’ for Visit Bute.</p> <p>AB received a quotation from CNS for advertising on ITVX and SkySmart, AB will share the quotation with the Board. They require a 30 second advert and it still had to be given to their internal company for processing which was approx. £1000. It’s a marketing angle that could be looked at another time.</p>	<p>BOARD</p> <p>AB</p>

<p>Jamie Murray Media has edited his Visit Bute film to remove the masks and add the correct tagline 'Visit Bute. Your own adventure island' at the end. We now have ownership of the film and will be using it later for more promotion of Bute over the quieter months. Jamie only charged £150 for the film.</p> <p>EM suggest having stock of videos that we can use for TV at a later date.</p> <p>SG informed that Mackirdy Haulage are not keen on the suggested Visit Bute advert for their truck branding, specifically disliking the Visit Bute logo colour. SG has replied with another email to agree to look at re colouring the advert and also VB being more than happy to work with MH on the advert picture being used. We await a reply. SR suggested that we give this avenue a limited time and move onto negotiating with some other haulage company should MH not wish to engage. That was agreed.</p> <p>JW advised he is waiting to hear back from Drive By Media with confirmed dates for advertising on the M6 and M74. Months of Jan – March and June – July were being discussed. TBC.</p> <p>AB gave the Board 3 other 75Media billboard siting options for the Edinburgh area. The Board discussed taking a site just prior to Easter. Suggestion was made by SR that we capitalise on using the pictures of people on the island with high social media followers as this springboards the reach of the adverts VB do. Suggestions to speak to Emma Grey and Lisa Gast about appearing in VB adverts as they have high number of SM followers.</p>	<p>SG</p> <p>SG</p> <p>JW</p> <p>SR/AB/SG</p>
<p>8. Isle of Bute Trust</p> <p>JW advised that Marlene Hill and Johanna wish to come off the IOBT as Trustees. Nicola Jones wants to stay on with Project Playpark, and will find 2 other Trustees to join her. Lesley Paul has agreed to join as Treasurer removing AB from this duty. JW has advised that he is looking for a suggestion for Chairman to remove him from that post.</p> <p>JW has asked for an insurance quote for the Childrens Corner Park, but this will not be given until the park is built.</p>	
<p>9. BID Manager Candidates</p> <p>The Board have decided to interview 3 candidates for the position.</p>	<p>SR/EM</p>

<p>SR and EM will complete the interviews and JG will ask John Black if he will be the independent person to sit on the interview panel.</p>	
<p>10. Any Other Business</p> <p>JW advised that ABC have backed the idea of visitor levy from the Scottish Government.</p> <p>The Board asked that the BID survey be posted on the website and social media, giving a deadline date of end of October 2023.</p>	
<p style="text-align: center;">THE MEETING ENDED.</p>	