

## Minutes of Meeting

### Bute BID Board Meeting

**Date:** 10<sup>th</sup> May 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)  
 Duncan Martin (DM)  
 John Weir (JW)  
 Alayne Byers (AB)

Apologies - David Adams-McGilp (DAM)/Erin Murphy/Fergus Murray & Alistair Forsyth

| Points Discussed  | Follow Up |
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| 1. JG welcomed everyone and gave apologies for those not in attendance – Alistair Forsythe, Erin Murphy, Fergus Murray & David Adams-McGilp   |           |
| 2. No declarations of Interest offered  | ALL BOARD |
| 3. No one had any comments to follow on from the Minutes of April Board Meeting.  |           |
| 4. Cathy Craig – AITC Update <ul style="list-style-type: none"> <li>- Wild About Argyll website is live and Cathy and team are continuing to work on amendments, Alayne and Louisa (Mount Stuart) assisting, still require some high-quality photographs.</li> <li>- The website is receiving strong hits and has around 1900 visits to the Visit Bute website. There are 7 blogs that link to the Visit Bute website – and looking for more blogs to be added. Cathy mentioned bike hire is proving very popular at the moment.</li> <li>- So far there have been 4 FAM trips to Bute, tour operators enjoyed their trip, so positive feedback from them although few downfalls, looking more for larger 3* accommodation, more activities and bookable experiences – tourists seem to want more hands-on experiences, ie. foraging, lambing, weavers etc. (especially with American tourists). Bute seems to suit more day trip tours because of the lack of larger accommodation.</li> </ul> | AB        |

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| <ul style="list-style-type: none"> <li>- Albatross tour operator are taking a contract with the Glenburn Hotel for overnight stays.</li> <li>- We need to focus on smaller seat, bespoke tours with high end experiences.</li> <li>- The travel trade is anyone selling holidays and trips, Cathy happy to do workshops for our Levy payers to understand more and discuss the possibility to package holidays and experiences.</li> <li>- It was suggested Cathy to attend some of our sector meetings especially accommodation and excursions, need to look at dates.</li> <li>- SG advised B&amp;B's will require Cathy's experience as business is slowing for them, need to increase their quality and offer more.</li> <li>- Cathy finished by saying we need sort our Unique Selling Proposition (USP), we can't be a generic bit of everything, who and what we are needs to be decided.</li> <li>- It was noted that by the end of May free bike and dog tickets will be required on CALMAC ferries.</li> </ul>  | <p>EVERYONE<br/>SG/JD/AF/AB</p> <p>ALL BOARD</p>               |
| <p>5. Manager's Report – JW ran through verbally</p> <ul style="list-style-type: none"> <li>- JW explained he replied to Stan Ferguson's email.</li> <li>- EM had requested JW to look into a possible drop off / pick up point for businesses on Bute to help cut costs of travel to the mainland. Cannot find a solution as some require refrigeration etc.</li> <li>- Board agreed to add a Keep Bute Clean sticker to the 25-30 new black bins, Tom Murphy happy with us to go ahead with that.</li> <li>- It was explained that to put any marketing in the CALMAC ticket offices or on the ferries we need to go through the marketing company and is very expensive. We can put our QR postcards in the ticket office and can use the community board on the ferry(A4).</li> <li>- Discussions of the tennis court re-vamp funding stopped as it applies to the council owning the site. There may be a way around it and as the Shinty hut are still interested the Board agreed for JW to continue to work on the project.</li> <li>- Applied for local council funding to cover the gable end projector display, there is a 40% success rate.</li> <li>- Applied for October Fest grant money of £2,300 (20%) of actual cost.</li> <li>- A reporter called today about the fountain, someone is saying BID have walked away from the fountain, which is not true. JW has corrected the facts with them.</li> <li>- Meeting re-scheduled for Childrens Corner</li> </ul> | <p>AB</p> <p>SG/AB</p> <p>JW</p> <p>JW</p> <p>JW</p> <p>JW</p> |

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| <ul style="list-style-type: none"> <li>- There was a questionnaire received from the STP cross party Scotland group asking what financial assistance bids receive from their council. Bute BID does not receive any financial support from the council from the council,</li> </ul>   | <p>JW</p>                                  |
| <p>6. Board Visits to Petition Signatures</p> <ul style="list-style-type: none"> <li>- DM went to 3 levy payers. <ul style="list-style-type: none"> <li>a. Rothesay Motor Services – don't see what the BID can do for them, they pay rates but don't have running water and bin collection.</li> <li>b. Palm Court – did not realise both care homes are paying the levy, thought it was just them.</li> <li>c. Kingarth Hotel – doesn't need anything from the BID they have enough with the tourists they have.</li> </ul> </li> <li>- LP went to 2 levy payers <ul style="list-style-type: none"> <li>a. Islander Bar – not interested thought the non-votes counted as Yes votes.</li> <li>b. The Green – not happy with the communication from BID but was pleased the Christmas lights extended to that part of town, suggested having something in empty shop windows may improve the look of town. Perhaps local artists.</li> </ul> </li> </ul>   | <p>JW</p>                                  |
| <p>7. Matters Arising</p> <ul style="list-style-type: none"> <li>- SG asked about the Pontoon marketing, JW said the meeting was cancelled and needs to be re-scheduled. The marketing will be done by BID eventually. There will be hanging baskets in the harbour this year.</li> <li>- EM had requested JW to look into a possible drop off / pick up point for businesses on Bute to help cut costs of travel to the mainland. At present they cannot find a solution as some require refrigeration and pallet lift etc.</li> <li>- Board agreed to add a Keep Bute Clean sticker to the 25-30 new black bins, Tom Murphy happy with us to go ahead with that. Will request funding assistance.</li> <li>- OctoberFest – sector meeting in for 15<sup>th</sup> May, should the festival be agreed, the amount to give to the publicans needs to be agreed on ASAP.</li> <li>- SG to find out about Royal Mail distribution pricing.</li> <li>- SG advised the costs to promote a VB flyer using direct distribution will be around £800, will be in Edinburgh and Glasgow. Board thought that was a good price. SG to present it for agreement officially.</li> </ul> | <p>JW</p> <p>AB</p> <p>SG/AB<br/>SG/AB</p> |

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| <ul style="list-style-type: none"> <li>- JD requested that Donald McPhee could collect the Christmas trees, bag them and take to SR to be planted for next year.</li> <li>- The Board agreed that 50-100 copies of the newsletter be printed and kept in the BID office for anyone who wishes one.</li> <li>- The Board all know their sectors and were advised to go ahead with the meeting by JG.</li> <li>- Shop front grants – Board to decide if they are continuing or not. Review next meeting.</li> <li>- Plant pot sponsorship now available, £75 for the year, with a plaque with the business name on. AB to promote on BID Facebook.</li> </ul> | <p>AB</p> <p>ALL BOARD</p> <p>ALL BOARD</p> <p>AB</p> |
| <p><b>8. Saputo Community fund.</b><br/>The board are aware that Saputo is looking at various projects which will benefit the local community.</p>  | <p>SR</p>   |
| <p><b>9. Finances</b></p> <ul style="list-style-type: none"> <li>- Financial update provided.</li> </ul>  | <p>JW/AB/LP</p>                                       |
| <p><b>THE MEETING ENDED.</b></p>  |   |