

**Scottish Tourism Alliance Board Meeting  
29 November 2017  
RBS Gogarburn, Edinburgh  
Minute of Meeting**

Present:

Stephen Leckie (SL), Martin Bennett (MB), Henk Berits (HB), Rebecca Brooks (RB), Alison McRae (AM), Calum Ross (CR), James Withers (JW), John Henderson (JH), Freda Newton (FN)

Apologies:

David Lonsdale, Gordon Dewar

In Attendance:

Marc Crothall (MC), Mhairi Clarke (MCL), Gillian Brymer (GB)

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**1. Welcome by Chair**

Apologies were noted.

September Board meeting minutes were approved (paper 1)

**2. CEO Report (Paper 2)**

- **Scottish Tourism Month 2018:** 15 year old Marcus Hyka will be being meeting co-host Stephen Jardine, for the first mentoring session on 1 Dec. The core conference programme is nearly complete, on 28 Feb there will be a welcome civic reception and a destination conference has been confirmed for 2 March. With presale underway we already have 300+ delegates confirmed out of possible 600 this includes the 110 students
- **The rising costs of doing business research:** The research attracted media interest and there continues to be an invite for us to comment on a raft of issues.
- **STA Team:** Graham Maclennan, Membership & Commercial Business Development has now left the STA to pursue his self-catering business. GB was a finalist in the Regional Thistle Young Rising Star category, sadly she did not win.
- **Membership & sponsorship:** MC asked all Board members to continue to provide introductions and leads to ensure income continues to grow. HB and AM highlighted that access to a membership promotional materials would be beneficial to enable all Board members to confidently position STA membership.

**Action: MC to set up 121 meets with Board members to go through membership proposition approach and share his varying types of 'pitch' the STA.**

**Action: MCL & GB to refine develop simple slide deck and membership pack for Board to ref.**

**3. STA Financials (Papers 3 &4)**

SL acknowledged Elaine Townsend hard- work in preparing the papers.

The STA financials were approved.

**4. STA Parton and Business Leaders Dinner (Paper 5)**

MC outlined the dinner programme and discussed the table plan.

**5. Parton Board buddy system**

MC explained the Patron Buddy Model proposal. CR noted that the logistics might been too complex and potentially cause confusion, it was agreed that each Board member will be assigned 1 or 2 Patron's.

**Action: MC to revisit the Patron Board member allocation and will outline what is required of each Board member.**

## 6. Ministerial Engagement

Private meetings have been held with the Cabinet Secretary for Tourism Fiona Hyslop MSP, Finance Minister Derek McKay plus tourism related conversations have taken place with others. The scheduled meeting 29/11 with Derek McKay had to be pushed back due to budget preparations, a new date has still to be set. **Action: MC to follow up with DM's office**

## 7. First Minister round table meeting – thoughts & next steps

MC & SL emailed FM's office for a meeting, the FM agreed and the date has been set for 24 January for 1hr round table chat with board 1pm-2pm (she will not be having lunch). Plans and thoughts on content for round table was discussed. The Board agreed to wait until the budget was announced to draft the agenda. MC advised Fiona Hyslop has offered assist of her private secretary to FM's office to assist with shaping agenda i.e. ensure we use time wisely and not spend it telling FM stuff she already knows! AMcR said we should def come well prepared and ideally be able articulate a high ambition for the sector

**Action: All Board to submit thoughts on agenda conversation in bullet form to MC & SL by 8<sup>th</sup> Jan – MC to follow up with FH's offer of assist by her advisor Katy. NOTE Outline agenda brief for FM's office will need to be submitted by Friday 12<sup>th</sup>.**

## 8. STA Communications

MCL provided a brief overview on the STA communications journey to date – the way we work, our challenges, opportunities, strengths and weaknesses and next steps. The Board then participated in a positioning workshop led by MCL, it was noted by the Board that more time and expertise was needed to gather thoughts on how best to articulate our Mission, Vision and core messages.

**Action: HB to explore agencies that could work with the STA core team and Board to help craft the above messages.**

*Post meeting note – Henk has managed to secure an agency (The Union) to contra their services. It has been confirmed that Ian McAteer and Nicci Motiang from The Union will come along on 24 January to facilitate a workshop, details with Homework brief already sent.*

## 9. AOB

There was no other business.

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## Dates of next meetings

Jan 24<sup>th</sup> -Brand Workshop followed by round table discussion with First Minister: EICC 9.00 -14.00

Feb 28<sup>th</sup>: Pre STM2018 -Conference Reception/ Dinner Crowne Plaza Glasgow 18.00-21.00

Mar 1<sup>st</sup>: STM2018 Signature Conference: Glasgow SEC -09.15-20.00

Mar 27<sup>th</sup>: STM2018 Parliamentary Reception – Holyrood - 18.00-20.00

May 23<sup>rd</sup>: Board Meeting: Venue Location TBC -10.30-13.00

Jun 19<sup>th</sup>: Board & Team – Away Day & Dinner – Crieff Hydro 12.30- overnight

Sep 19<sup>th</sup>: Board Meeting: Venue Location TBC – 10.30-13.00

Oct 1<sup>st</sup>: AGM & Autumn Conference – EICC - 09.30-16.30

Nov 28<sup>th</sup>: Board Meeting / Patrons & Business Leaders Dinner: Venue TBC 15.30-22.30