

**Scottish Tourism Alliance
Annual General Meeting
held on 9th October 2012
at 10am
Grand Central Hotel, 99 Gordon Street, Glasgow, G1 3SF**

Present: 59

In attendance: Elaine Townsend (ET), Marc Crothall (MC)

Welcome and introduction:

Marc Crothall, CEO, STA welcomed everyone to the meeting.

Apologies: 15 apologies received; taken as read.

Minutes of the Annual General Meeting 6th October 2011.

Minutes were agreed as an accurate record.

Proposed – Calum Ross, Seconded – Rebecca Brooks.

Matters Arising

There were no Matters Arising.

Annual Report 2011-2012

SL presented the Annual Report to the meeting. One year on we have made the transition from the Scottish Tourism Forum to The Scottish Tourism Alliance (STA) and are in much better shape. The directors have worked hard during the year to ensure a successful transition. The year-end accounts has recorded a profit. VisitScotland has kindly given us office space in the Old Town Jail, Stirling. Scottish Enterprise has kindly funded MC's salary for one year only. We are extremely grateful for this support. Although, we are in good shape we still need the support of members and patron sponsors. Our aim is to grow the membership across all areas but it is important that associations are linked to the STA, which will enable the organisation to have a stronger voice. SL expressed thanks to the 'STA team'.

One of the plans for the coming year is to have more engagement with industry through regular communications. Push for the STA to be the lead organisation as 'one voice' - leading on industry matters. Ensure we have strong links with the key associations and VisitScotland (VS); SL is on the VS board.

30 new members have signed up since the launch of the Strategy. The following have signed up as a Patron member - Arnold Clark Car & Van Rental, Caledonian MacBrayne, Diageo, Stagecoach Group, Macdonald Hotels, Zero Waste Scotland and Fishers Services Ltd.

Scottish Tourism Week (STW) is growing - we have set a target of 300 to attend the 2013 conference.

SL & MC have been asked to speak at the Welsh Tourism Conference.

It is important the STA reaches the length and depth of the country. SL & MC have been and will continue to travel to as many areas as possible to spread the strategy messages.

Congratulations to Shirley Spear who has been named Ambassador of the Year in the Highlands & Islands area.

Motions

To receive the Director's Report and Annual Accounts to 30th June 2012

SL asked the members present to accept the Directors Report to 30th June 2012.

Proposed – Terry Goddard; Seconded – Marina Huggett.

SL asked the members present to accept the Accounts to 30th June 2012.

There was a comment that the subscriptions were showing a flat lining from last year to this year, which was rather worrying.

Response - Last year's accounting period was 15months compared to 12months this year. In comparison we are in good shape, however, we are not complacent and at the same time not worried. The STA team are fully aware of the challenge.

Proposed – Russell Imrie; Seconded – Gavin Ellis.

Re-appointment of Auditors

SL asked for approval to re-appoint French Duncan as auditors for the coming year. Proposed – David Smythe; Seconded – Philippe Rossiter.

Resolution re Board of Directors

Some directors will stand down as of today and the remainder stay in place until March whilst we go through the changes and get the Council in place.

Proposed - Rebecca Brooks; Seconded - Marina Huggett.

Special Resolution: seeking approval of the special resolution to adopt the new Articles of Association as shown in the Notice.

SL - These have been well thought through but happy to be challenged.

Comment - Not clear how the board is elected and retained.

A board member will serve a maximum of 3years at which time they stand down but can stand for re-election.

SL - we have tried to simplify the process. Once the Council is appointed a board member can be recommended by the Council, however, there are commitment and composition clauses in place. It may be as we move forward some of the content may have to be re-addressed.

Comment - It is important as we go through the transition that at least 4 members of the current board remain in place and we recruit 4 new members. This is critical for the way forward.

SL asked if anyone would like to be considered for the board. Names to SL, MC or ET.

SL also asked for any views on the make-up of the council/board and what they should be doing be advised to either SL or MC.

The new Articles of Association were adopted by those present at the meeting.

Any other competent business

Jean Kilpatrick has joined the STA team as Membership Development Executive.

SL - it is important for people to know what the STA does - there are lots out there who don't.

Comments from the audience:

Martin Stringer commented that The Caravan Club see the importance of being a member. The STA being the 'voice of the industry' is a key benefit.

The STA can be much better if businesses get behind the organisation and pay for membership.

The BHA is a 'National Association' member, they have a large team and have close links with Westminster. They also lead on political issues that are dealt with through Westminster, eg VAT and Employment Law. For some potential members there is a conflict of who they should join between the STA or BHA. Benefits of joining either or both need to be clear and it is also important to emphasise the close working relationship between both organisations.

Individual businesses should be encouraged to join a local group, which will then enable the STA to grown membership through associations/local groups.

Mary Goodman, Federation of Small Businesses commented that the Strategy gives the STA potential to have more impact throughout all sectors of the industry.

Jenny Arnold, The POSH Agency - we should encourage good networking/working together. Even if businesses are competitors they can help each other and share views. Can we be working together to get travellers from further afield and building relationships?

It is important to reach across all areas no matter how vast.

The strongest argument for engagement with the STA and the Strategy is 'commercial'.

SL - it is important that the industry feeds back to us any relevant ideas/pieces of information.

Alliance a focus of everyone driving everyone together!

The meeting closed at 11.00.