

**Scottish Tourism Alliance
Annual General Meeting
held on 8 October 2014
at 10.00**

The Stirling Court Hotel, University of Stirling, Stirling, FK9 4LA

Present: 68 Members

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

Welcome and introduction:

Marc Crothall welcomed everyone to the meeting.

MC handed over to Stephen Leckie (SL), STA Chair.

Apologies: 22 apologies received; taken as read.

Minutes of the Annual General Meeting 26th September 2013

Minutes were agreed as an accurate record.

Proposed – John Mauchline, Seconded – Calum Ross

Matters Arising

There were no Matters Arising.

STA Business Plan

The Headlines

Our Vision

To lead an **engaged** and **united** Scottish Tourism Alliance in the delivery of an **ambitious shared strategy for growth**.

Our Mission

To play a **pivotal role** in enabling the Tourism Sector to **grow** by:

- **Influencing** decision makers to create the right conditions for **growth** and **profitability** e.g. infrastructure development; marketing; digital capability; availability of skills
- Raising the **profile** of Scottish Tourism by highlighting the **impact** of the industry

STA Ltd Strategy – The Four Strands

Strand 1: Building a Sustainable Business

- Establishing a Sustainable Business by developing and delivering a portfolio of growing Revenue Streams and delivering valued Advocacy Services to the Sector

Strand 2: Influencing and Managing Stakeholder Expectations

- Establishing strong Stakeholder Relationships to Maximise Stakeholder Engagement, Collaboration and Contribution to the delivery of TS2020

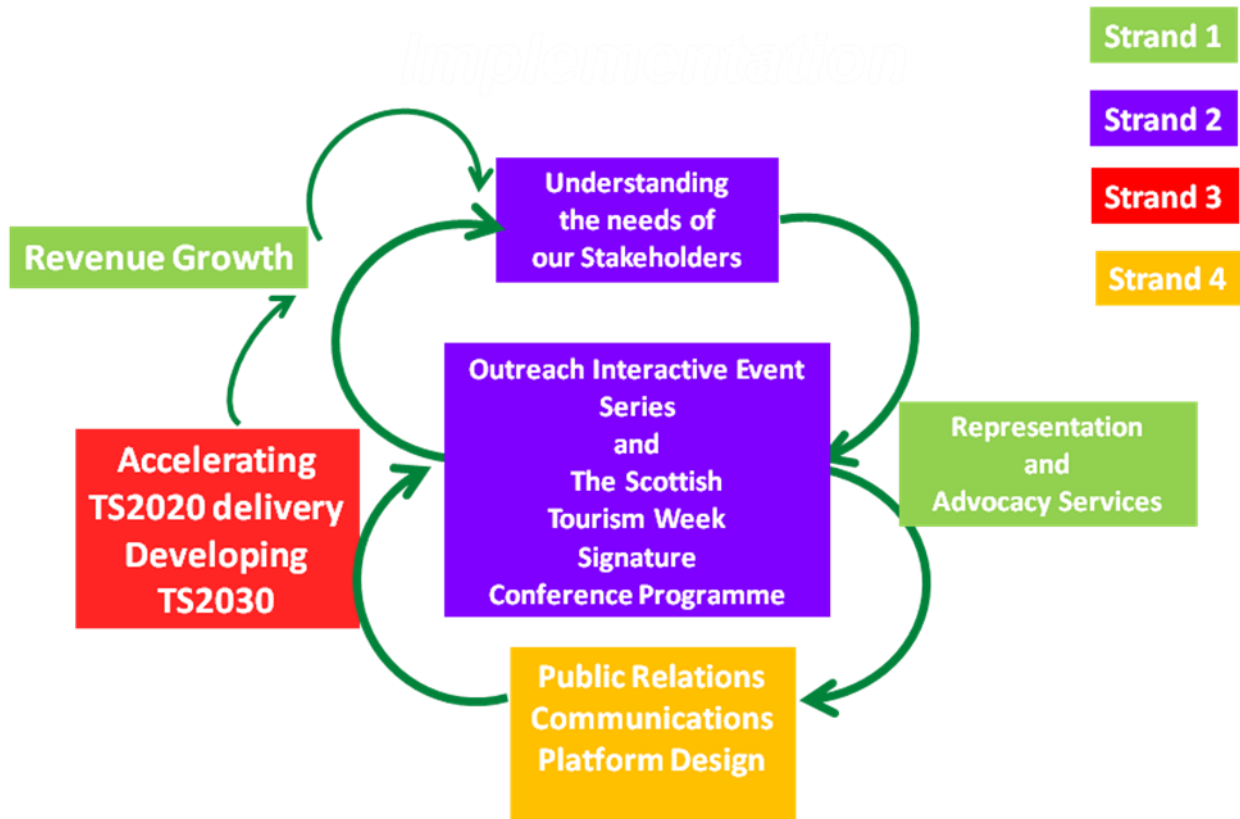
Strand 3: Influencing Strategy Delivery

- Accelerating the Delivery of TS2020 in ways that maximise value for Tourists and optimise Return on Investment for Stakeholders

Strand 4: The Tourism Information Gateway

- Exceeding member expectations by creating an Information Gateway that becomes an indispensable facility for the sector

Implementation



Where are we at risk?

- People
- Engagement
- TS2020 Review; TS2030 Development
- Digital
- Communications

Desired End State by 2017

Established commercial services driving growth in revenue streams and increasing membership value

A clear understanding of the expectations of key stakeholders and strong stakeholder relationships. Adding significant value to the sector as a whole through Scottish Tourism Week Signature Programme and Outreach Events.

Shaping and influencing the delivery of projects that will accelerate the delivery of TS2020

Strong communications capability based on the identified needs of members and stakeholders. Meeting the information and networking needs of members and stakeholders through: a multi-channel communications strategy; provision of high quality independent information and the creation of an information gateway for the sector

Motions

To receive the Director's Report and Annual Accounts to 30th June 2014

SL asked the members present to accept the Directors Report to 30th June 2014.

The Report was accepted by a 'Show of Hands'.

SL asked the members present to accept the Accounts to 30th June 2014.

The Accounts were accepted by a 'Show of Hands'.

Re-appointment of Auditors

SL asked for approval to re-appoint French Duncan as auditors for the coming year.

The Auditors were appointed for a further 12months by a 'Show of Hands'.

Any other competent business

To announce 3 new appointments to the STA board -

SL welcomed the following to the STA board:

- Alison McRae, Glasgow Chamber of Commerce
- Henk Berits, The National Trust for Scotland
- David Lonsdale, Scottish Retail Consortium

The meeting closed at 11.00