

**Minutes STA Board Meeting  
Tuesday 20 January 2015  
*John Player Building, STEP Stirling, Stirling***

Present:

Stephen Leckie (SL), Rebecca Brooks (RB), Henk Berits (HB), David Lonsdale (DL), Alison McRae (AM), Gordon Dewar (GD), James Withers (JW)

Apologies

Calum Ross (CR), Martin Bennett(MB), Marina Huggett (MH)

In attendance

Marc Crothall (MC), Elaine Townsend (ET) – minute taker

**1. Welcome / Apologies**

Apologies were noted.

**Matters Arising**

There were no Matters Arising.

**PR & Communications Strategy Update**

Taste Communications has officially been appointed as PR respondents for the STA. Currently working on STW communications and media coverage. A communications plan going forward is also being built up; draft timeline to be presented at the June board meeting. A profile of each board director is part of the plan; Martha from Taste will be in contact.

Scottish Enterprise has given the go ahead for 50% funding for a part-time senior Marketing/PR person. Hopeful the appointment will be from beginning March '15.

The POSH Agency, as part of their Patron sponsorship, are giving support to 'ramp up' the on-line promotion and communications strategy.

Taste Communications is producing the STA 'Who We Are' video, which will go onto the website.

**Council Meeting**

The meeting was productive.

Bruce Crawford MSP, chair of the recently formed Cross Party Group (CPG) on Tourism at the Scottish Parliament, attended the meeting. The role of the group is to ensure MSPs are up to speed on the tourism industry and TS2020. The group will meet 3-4 times per year.

Fergus Ewing MSP, Minister for Business, Energy and Tourism also attended the meeting. A number of issues were raised by the Minister and Council members. Various key topics were discussed and a number of actions taken by individual Council members to follow up with information.

**GTS Update**

GTS currently undergoing a consultancy review. Scottish Enterprise is funding Elaine's time during this process. STA has backed away from being involved in the consultation process, and will only

participate if there is a unanimous decision by GTS and Scottish Enterprise for the organisation to do so.

### **Virginia Grant**

Virginia is awaiting feedback from the draft paper circulated following the last workshop. MC asked for feedback asap, so that Virginia can issue the final version to MC by 13 February. **Action Board**

## **2. Cross Party Group Overview (CPG)**

An overview paper was circulated ahead of the meeting. The CPG will be good for Tourism. Bruce Crawford MSP, chair of the group, would like to meet with the STA board. It is important CPG discussions are aligned with the TS2020 Strategy.

Perhaps the STA should bring to the fore a breakdown of 4/5 main 'tourism related' topics for the CPG to discuss. Important to influence the meeting agenda early and ensure tourism issues are discussed. **Action MC**

Different MSPs to be represented for different topics. Important to keep MSP interest and ensure the group continues going forward.

Next CPG meeting to be held 17th February; VisitScotland and STA to be present. Going forward it is intended the CPG dates will align with the STA Council meetings. **Action MC to feedback post meeting**

Fergus Ewing has asked the STA to provide topics for parliamentary debates. **Action All to feedback to MC**

## **3. Finance**

### ***Cashflow/P&L***

Papers were circulated ahead of the meeting - both looking healthy.

### ***STW P&L Forecast***

Paper circulated ahead of the meeting. Forecast based on 380 attending conference day 1, 200 day 2 and 300 for the dinner.

Scottish Enterprise has confirmed 50% funding for the Lux Events management fee.

## **4. STA TV Programme / STV Appeal Update**

The programme is finalised (copy circulated ahead of the meeting). Full information on the website. Numbers currently around 75.

Board were asked to promote as much as possible. **Action All**

MC has met with STV and the Appeal Team; STA is becoming a supporter of the Appeal and Stephen Jardine will promote at the conference. STA members will be encouraged to donate and support. Will also raise the profile of the STA.

STW 2016 - request to EICC to host; waiting to hear back from Marshall Dallas.

## 5. Updated Buell STA Proposal & Pathway to Excellence

Background paper outlining how both organisations will work together circulated ahead of the meeting. Board comments:

- In fairness to the other Patron sponsors, important a nominal payment is agreed - *MC envisages a minimum level payment at Gold patron status over a period of instalments.*
- Good approach. However, must be clear this is for a trial period initially (perhaps 2 years?). Buell should also be made aware that this type of agreement may be opened up to other organisations in the future. The advise will only be of value if it is relevant. If the agreement is to be endorsed by the STA it is important Buell are aware what exactly has been agreed.
- What is the commercial kickback on commission?
- The Pathway to Excellence programme ties in with the STA and National Strategy.
- Be aware of the after sales push.

The board approved. MC to finalise the details with Buell. **Action MC**

## 6. AOCB

There was no other business.

### Future Board / Strategy Meeting Dates

***3rd March: 4pm-6.30pm (conference brief & board responsibilities) - Crowne Plaza, Glasgow***

***\*28th April: 9.30am-11.30am - STEP, Stirling***

***23rd June: from 6pm (YE review and dinner) - Crieff Hydro or Peebles Hydro***

***\*15th September: 9.30am-11.30am - STEP, Stirling***

***2nd December: from 7pm (Patrons & Business Leaders Dinner) - Edinburgh***

***\*3rd December: 9.00am-11.00am - Edinburgh***

***\* Note Strategy Group meetings will follow - 12.00pm-3.30pm***