

**Minutes STA Board Meeting
Tuesday 28th April 2015
Scottish Enterprise Office, Stirling**

Present:

Stephen Leckie (SL), Calum Ross (CR), Rebecca Brooks (RB), Henk Berits (HB), Alison McRae (AM), Gordon Dewar (GD), James Withers (JW)

Apologies

David Lonsdale (DL), Martin Bennett (MB), Marina Huggett (MH)

In attendance

Marc Crothall (MC), Caroline Warburton – minute taker

1. Welcome / Apologies

Apologies were noted.

Minutes of Last Meeting / Matters Arising

The minute was approved and there were no matters arising.

2. Board Profiles

Following information provided by the Board, MC provided an overview of the Board profiles. **Action: MC to forward profile information.**

3. CEO Summary

The summary paper was circulated in advance of the meeting and the following comments were made.

3.1 Staff: confirmation of Mhairi Clark starting as PR, Marketing and Communications Manager 3 days/week from 5th May. Decision to appoint Graham Maclennan as Business Development Executive. Board agreed that all future roles should be advertised.

Action: MC to update STA Staff Chart to reflect new structure and circulate to Board.

3.2 Grayling: it was agreed that daily and weekly digests (currently being sent to MC) would be forwarded to Board as necessary, and be included in STA Newsletters where appropriate. Subject to checking the contract, the Quarterly reports would be forwarded to Board, Council and Strategy Group but not for onward circulation. **Action: MC to check contract to ensure 'forwarding' clause and distribute Grayling information as agreed.**

3.3 Scotland the Perfect Stage: support for strategy and STA involvement. Board asked for more information on resource required to deliver STA actions. **Action: MC to update Board as necessary.**

4. Finance

Papers circulated prior to meeting. There was discussion over the breadth of the membership and opportunities to work with SF&D on recruitment. **Action: MC to send membership target list to Board. Board to forward leads to MC.**

Board agreed that financial year would be adjusted to end of March. **Action: MC/ET to amend accounts.**

5. STW – 2015 Feedback / STV Appeal Update / 2016 Thinking

Feedback from the 2015 conference had been very positive. MC notified the meeting that £1000 had been raised for the STA TV Appeal. The provisional 2016 dates (9/10 Mar) clashed with ITB, so it was proposed to move to following week. **Action: MC to explore other dates and venues.**

6. Midsummer Conference Programme – 11th June

MC outlined the programme for the event and encouraged all Board members to attend and promote through their networks. Colleagues from the Irish Tourism Industry Confederation are speaking and it was agreed to hold an informal dinner with ITIC on evening of 10th June. (This has subsequently evolved into a dinner with the Skills Development Scotland Chair and other industry invitees).

7. STA Business Plan

The final plan was circulated prior to the meeting and approved with the final change that the Introduction should be by SL and section 1.3 by MC. **Action: MC to amend STA Business Plan and circulate to Board.**

8. Cross-Party Group (12.30pm – 1.30pm) / Council (2pm – 4.30pm) – 12th May.

Agreed that CPG is a good opportunity to influence MSPs to write to Minister on key issues. GD suggested STA offering 'political introduction to tourism' session, particularly relevant to new MPs, MSPs and possibly of interest to the Parliamentary Research Unit. **Action: Board to attend if possible. MC to consider options and possibility of tabling for future CPG meetings.**

9. STA Public Affairs Plan

Agreement from the Board to keep the key messages simple, focussed on a few key issues. The issues should be approved by Board and Council. **Action: CR to circulate BHA Living Wage paper to Board.**

10. AOCB

There was no other business.

Future Board / Strategy Meeting Dates

11th June: Midsummer Conference & Golf Day – Westerwood Hotel, Cumbernauld

23rd June: 6.30pm & overnight – with VS Board - Crieff Hydro

***15th September: 9.30am-11.30am – SE Offices, Stirling**

24th November: from 7pm (Patrons & Business Leaders Dinner) - Perthshire

***3rd December: 9.30am-11.30am - Edinburgh**

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