

DORNOCH HERITAGE SCOTTISH CHARITABLE INCORPORATED ORGANISATION (DHSCIO)
MINUTES OF THE MEETING OF THE BOARD OF TRUSTEES HELD ON 27TH OCTOBER 2020

PRESENT (BY VIDEO CONFERENCING) ~ Jerry Bishop (Chair), Tony Rundle (Secretary/Treasurer), Alison Davies, Brian Munro, Elizabeth Oakes, and Andrew Senior. Peter Wild in attendance.

1. MINUTES: The minutes of the meeting of the Board held on 29th September 2020 were confirmed as a correct record. AD stated that the Volunteer Job Description document had been drafted and, following consultation with the Curator, would be submitted to a future meeting of the Board.

2. FINANCE:

a) Finance up-date: Members considered summaries of the Museum and Heritage Society's income and expenditure, together with an overview of current projects. The Chair reported that, taking into account Gift Aid commitments, October 2020 had exceeded the Museum's performance for the same period in the previous year.

In connection with the overview of the YCC project, AD stated that a grant of £500 had been received from the Co-op Covid-19 fund. JBi also referred to the Gray Dress display project, and advised members that he would be conferring with PT (HC) regarding an alternative use for the Ward Manager's grant. The Board discussed possible future changes in display security, and enhancement of intruder alarms, should the opportunity arise to display the Dornoch civic regalia.

b) Cash Flow Forecast: Members noted that, as part of the Museum's application to MGS for a Recovery & Resilience grant, it had been necessary to produce a comprehensive cash flow forecast which, additionally, provided a very useful financial tool for managing HL's finances.

c) Membership applications: TR stated that there had been one application for SCIO membership since the September meeting of the Board. It was **agreed** that this application be approved. He reported that there were currently 241 members of the SCIO.

3. COMMITTEE REPORTS:

a) Historylinks Museum: AD referred members to the minutes of the 7th October meeting of the Museum committee.

She made particular mention of the successful conclusion of the Longhouse Project which, due to Covid-19 restrictions, had to take a completely different format from the conference which had been originally planned. The project evaluation had been completed, and a booklet about the project was being prepared. JB stated that, overall, the project had exceeded expectations, and members were unanimous in their appreciation of the sterling work undertaken by the Curator and Museum Assistant on this project, together with Anne Coombs' input. In this latter connection, it was **agreed** that Anne Coombs should be asked to join the Museum committee.

AD also made further reference to the grant application being made to MGS (see minutes 2[e] and 3[a] of 29th September) which would be submitted on 30th October. A further theme which was being considered for inclusion in the Winter Development Programme was that of 'Sutherland Childhood'.

AD reported that YCC members had recently enjoyed a very successful visit to the Highland Museum of Childhood.

b) Dornoch Heritage Society: EO referred to the recent publication of the members' newsletter which, in the current circumstances, was the main method of the SCIO's communication. There had not been any meeting of the DHS committee since the 29th September meeting of the Board.

4. EXTENSION PROJECT: The Chair stated that he was in contact with the architect, with a view to expediting the production of further design drawings. There had been no adverse reaction to the designs published in the recent members' newsletter.

5. GOVERNANCE:

Communications Strategy, and Social Media Policy: Further to the most recent meeting of the Board, consideration was given to these documents, which had been prepared by AS. Members raised a

number of editing suggestions, and it was **agreed** that these be submitted to AS for inclusion if appropriate. AD raised the question of volunteers posting matters relating to the SCIO on personal media, and it was suggested that this might be covered under volunteer training sessions. She also undertook to discuss the two documents with staff members.

6. ANNUAL GENERAL MEETING:

- a) Appointment of Independent Examiner: It was **agreed** that the AGM be recommended that VGS continue to act as the SCIO's Independent Examiner.
- b) Annual Subscription Fee: It was **agreed** that the AGM be recommended that the level of subscription remain at £10 p.a.
- c) Election of Trustees: It was noted that the SCIO's Constitution required that two Trustees stood down each year, subject to the proviso that they were eligible for re-election. It was **agreed** that AD and BM stand down. Reference was made to the need to attract additional Trustees, and it was **agreed** that this should be reviewed in the early months of 2021.

7. WINTER MARKETING:

- a) DACIC Marketing Campaign: JB referred to this campaign, and DACIC's intention to feature HL as 'Business of the Month' in the near future. Accordingly, it would be necessary to produce some relevant material.
- b) Promotional Leaflet: The Chair stated that he was in the process of designing an A4 folded to A5 leaflet which would be used as a mail-drop to Dornoch households, publicising the Museum (which would remain open during the winter), and particularly referring to items which might be purchased from the Museum shop, either directly or on-line. The leaflet would also give information on ways in which members of the public might help the work of the SCIO. He also referred to the recent introduction of Amazon Smile (<https://smile.amazon.co.uk>), which donated a small percentage of purchase monies to nominated charities, and attention to this would also be included in the leaflet.
- c) Facebook Campaign: In addition to the considerable amount of material posted on the Museum's page, it was suggested that consideration could be given, in due course, to the use of targeted advertising on Facebook, which would attract a small fee dependent on the extent of the publicity.
- d) A number of other suggestions were made, including winter guided walks and workshops, and also the SCIO being represented at the proposed Dornoch Winter Market on 5th December. It was **agreed** that the SCIO should take table space at this event.

8. DATE OF NEXT MEETING: 24th November 2020 at 7p.m. (Annual General Meeting). In this connection, the Chair referred to the meetings of the Board during 2020, which had been held under conditions which were less than ideal, and thanked Trustees for their involvement and support.