

**BLAIRGOWRIE & RATTRAY BUSINESS ASSOCIATION (BARBA) COMMITTEE MEETING HELD ON 15 APRIL 2015**

Held in The Royal Hotel, Blairgowrie at 6.45pm

<p><b><u>ATTENDANCE</u></b>          Anna Bowman (AB)          Steve Johnson (SJ)          Simon McCaig (SM)          Hazel Harris (HH)          Angus Forbes (AF)          Kate Walker (KW)          Lesley McDonald (LM)          George Gall (GG)</p>	<p>President          Sec          Treasurer          Vice President</p>	<p>Helen Williams (HW)          Brian Smith (BS)          Jessie Shaw (JS)          Barbara Lynch (BL)          Nora Cormack (NC)          Kevin Donald (KD)          Sandy McCurdy (PKC)</p>	<p>One Voice          One Voice          One Voice          One Voice            PKC</p>
<p><b><u>APOLOGIES</u></b>          Stephen Page (SP)</p>	<p>Cllr Caroline Shiers (CS)</p>	<p>Cllr Bob Ellis (BE)</p>	
<p>Item 1 – Welcome</p> <p>1.1 The April Meeting followed the AGM.</p>			
<p>Item 2 – Apologies:</p> <p>2.1 Apologies had been received as above.</p>			
<p>Item 3 – Minutes of the last Meeting.</p> <p>3.1 These were accepted – proposed by KW, seconded by SM.</p>			
<p>Item 4 – Matters Arising</p> <p>4.1 <u>BARBA Logo Competition</u> – ongoing awaiting combined logo from GG. SJ to liaise with school once logo complete GG, SJ</p> <p>4.2 <u>2015 Activity Calendar</u></p> <p>20 May – Members Info Exchange at 5.45pm</p> <p>17 June - Employment Laws &amp; Auto Enrolement, <b>Business Breakfast 8am</b> in Cateran Cafe ** Date may change SM, GG</p> <p>15 July – Members Info Exchange at 5.45pm</p> <p>19 August - Intro to Trends in Marketing SJ, SMPKC</p> <p>16 September – Members Info Exchange at 5.45pm</p> <p>21 October – Pensions Update with Alan Learmonth <b>Business Breakfast 8am</b> in Cateran Cafe SM, JG</p> <p>18 November – Christmas Buffet and Members Info Exchange at 5.45pm TBC</p> <p>4.3 <u>Constitution</u>: the constitution has been reviewed and will be monitored over next 12 months to be ratified at next AGM. All</p> <p>4.4 <u>Membership Cards</u>: these will be reviewed with the new Discover Blairgowrie website. SJ</p> <p>4.5 <u>BARBA Facebook Account</u>: Facebook account name still to be updated, admin rights had been extended. AB</p> <p>4.6 <u>You Are Here Signs</u> – possibility of advertising, ongoing. AB, SJ</p>			

<p>4.7 AB and SP had attended BEPTA AGM.</p> <p>4.8 SJ had written to BOOKMARK confirming the £250 donation this year from the Youth Fund.</p>	
<p>5. AOCB:</p> <p>5.1 Constitution review covered at item 4.3 above.</p> <p>5.2 How to keep in touch with businesses. AB explained email is always the first option however there was a proposal for more face to face contact and it was suggested that committee members and businesses could be responsible for an area to go around say quarterly to get to know the businesses in their sector to establish contact and maintain dialogue.</p> <p>5.3 <u>BARBA working with One Voice.</u> The success of the STV Advert campaign and the launch of Discover Blairgowrie by One Voice with the assistance of Graphite Web Solutions was felt to be a positive move for the Association and town. It was proposed that BARBA and One Voice join forces to collaborate with the management of the Discover Blairgowrie website with One Voice focusing on the community aspects/content and magazine with BARBA managing the business listing element. This was accepted by all. Membership of BARBA would automatically include recognition on the Discover Blairgowrie website at the basic listing. A full listing option was also proposed. Details are as follows:</p> <p style="padding-left: 40px;"><u>BARBA Membership:</u> £30 per year to include:</p> <p style="padding-left: 80px;">BARBA Membership Listing and recognition on Discover Blairgowrie Business Section Business name and phone number in business listing element of Hub Magazine (£10 to be provided to One Voice for Magazine print cost) Sticker advising they support Discover Blairgowrie</p> <p style="padding-left: 40px;"><u>Enhanced Membership:</u> £50 per year to include:</p> <p style="padding-left: 80px;">Basic membership as above Full web page on Discover Blairgowrie Extra £20 fee passed to One Voice to pay for Discover Blairgowrie domain and hosting (£380 per year inc VAT). It is proposed that any profit left over from this be split 80% to One Voice/Community for future promotion and 20% to Graphite Web Solutions to cover website production, upkeep, maintenance and enhancements.</p> <p style="padding-left: 40px;">Business owners are invited to provide comment on the above proposals.</p> <p>5.4 <u>STV Advert – What’s Next.</u> The current advert success would be reviewed over the coming months to identify whether it was felt there was a need to continue the idea.</p> <p><u>Post Meeting Note.</u> SJ and LM met with STV on 16 April and discussed future options. One option was to create a ‘winter’ advert so we had 2 available to suit the times of year. To achieve the £500 ex VAT cost of commercial production (as opposed to the normal £1,600 ex VAT), STV advised we should aim to spend up to £4,500 ex VAT in airtime. £800 ex VAT over 6 months gives £4,800 meaning this may work and would give 12 daytime and 6 peak airings per month. Clearly, the overall cost would be £6,000 inc VAT hence this would need to be the aim. This would require 120 donations of £50 unless separate fund raising was undertaken and grant funding was identified.</p>	<p>Info All</p> <p>All</p> <p>Info All</p>
<p>Item 6 – Date of Next Meeting</p>	

The next Business Association Information Exchange will be held on Wednesday 20<sup>th</sup> May at 5.45pm in The Royal Hotel – it will start with an opportunity to discuss current issues etc and will be followed by the committee meeting.

All

Distribution (email unless specified):

B&RBA Committee Members:

Anna Bowman (President, Members Secretary)  
Hazel Harris (Vice President)  
Simon McCaig (Treasurer)  
Steve Johnson (Secretary)  
Kate Walker (Member)  
Stephen Page (Member)  
Angus Forbes (Member)  
Lesley McDonald (Member)  
George Gall (Member)

Local Councillors:

Mr B Ellis  
Mrs E Grant  
Mrs C Shiers  
Businesses listed on the Discover  
Blairgowrie website and those present for  
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