

## Celtic Fringe AGM Report / Minutes, May 2005

**Apologies: Trevor Nash, Ann Nash, Val Nash**

**Welcome & Chairman's report:**

**Fran Cree** welcomed everybody to the meeting. A good turn out was evident, and a range of interests were represented – Hotels, NTS, B&B, Activity providers, and Guest Houses. Fran recounted the activities that CF have carried out during the last year, and also presented some of her own thoughts on marketing and promoting Wester Ross as an entity. Comments were received from the floor on a number of subjects, including transport, the marketing direction CF might take, and working together with others to achieve our common aims.

**Treasurer's report:**

Our treasurer, Jim Mould, presented a set of accounts that show a healthy set of returns with all project related work / general CF maintenance running to target. Jim had some very positive comments on the drive to persuade members to sign up to standing orders as well

- *collection of membership subs had improved compared to the previous year by £764 to a total of £2,145, this despite the fact that membership numbers were about the same*
- *the balance in the bank at the end of the year was £1,073.52 higher than the closing balance last year*
- *56 members are paying their subs by Bankers Order, which represented 68.29% of the paid-up membership.*
- *However, there are still a number of members who have not yet paid membership fees, despite reminders.....we will have little option but to remove their entries from the website*

**Our hope is that the remaining members not yet on Bankers Order will agree to pay that way in the future, as this has been a major contributory factor in the improvement to Celtic Fringe's finances this last year.**

**Project Co-Ordinators report:**

Douglas Gibson then commented in more detail on the activities described by Fran Cree, and answered questions from the floor on these. Amongst those questions were for clarification on sales of the "Activity Guide" so far (slightly behind target at the moment), and the promotional folder that accompanies this (ahead of target).

DG had also recently visited the EXPO 2005 Exhibition, which had raised issues about the perception of Wester Ross in the eyes of visitors from other countries – consequently, a stand will be taken at the 2006 show as part of a marketing drive for the area, under the "Tourism@" banner.

The theme for the coming year was suggested as "The Bigger Picture", taking into account increased levels of working with other groups such as the UTBA, and the ongoing development of the "Tourism@" project, which is beginning to find its feet now that the NEST conference is past. We also plan to strengthen ties with other tourism associations and voluntary groups across the Highlands with a view to increased co-operation and exchanges of promotional material and area information.

**Committee for 2004 - 2005**

Having successfully stood down as chair, Fran was promptly re-elected! Jim Mould will continue as treasurer, and other committee members (Joyce Sutherland, Val Nash, Lilah Ford) will stay unchanged. New to the committee is Gina Burt (Torrison), and Morag Walmsley will also come on board. Morag replaces Alastair Pearson as the local Gairloch member.

**Meeting closed at approx 3.45**

*Official business having closed, a series of **General Discussions** then took place covering a variety of subjects. Amongst these were the possible reprint of the "Slow Down in Wester Ross" booklet, marketing initiatives, the current season, and how to identify an effective icon covering the whole area to assist with promotion of W. Ross to the world in general.*