



Visit Kelso held their Annual General Meeting on **Wednesday 19th May 2021**. Via **Zoom** at **6.30 pm**.

Minute of Meeting as follows:

Attendance: Marion Armitage, Sue Beck, Mags Clark, Adrian Clarkson, Gail Clarkson, Claire Fletcher, Steve Fletcher, Jonathan Garratt, Karen Hume, Claire Mole, Tina Newton, Lesley Rosher, June Swan, Dean Weatherston, Louise Whittle, Hazel Woodsell & David from Hope Park West.

Apologies: Fraser, Rachel & David from A Hume, Christine & John Ward from Border Holiday homes & Tracy Charters from Chest, Heart & Stroke.

1. Welcome and Apologies for absence

See note above for apologies. Tina was having technical issues and running slightly late so Mags initially welcomed everyone to the meeting until Tina joined, from item 2 onwards.

2. Minute of the Annual General Meeting minute held on 28th March 2019.

The minute of the previous meeting were proposed by Karen Hume and seconded by Adrian Clarkson no objections were received so they were taken as a true minute and approved.

3. Any Matters arising (not on the Agenda)

There were no matters arising from the previous minutes.

4. Chair's Report (Tina Newton)

Please see attached report from Tina Newton Chair of Visit Kelso, Appendix 1

5. Treasurers Report & Year end accounts for 2020 & 2021 (Karen Hume)

Please see attached report from Karen Hume treasurer of Visit Kelso, Appendix 2

6. Election of Office Bearers:

- a) Chair**
- b) Treasurer**
- c) Secretary**

Appointment of office bearers for year ahead:

Tina Newton was proposed for the position of chair by Karen Hume and the proposal was seconded by Marion Armitage.

Karen Hume was proposed for the position of Treasurer by Marion Armitage and the proposal was seconded by June Swan.

Mags Clark was proposed for the position of secretary by Claire Mole and the proposal was seconded by Steve Fletcher.

No objections or alternative proposals were received so all positions were appointed as noted above.

7. Visit Kelso update:

a) Recent Survey Results

Please see attached report from Tina regarding the recent survey results, Appendix 3.

It was noted that it was great to see so many positive and interesting responses about the work of Visit Kelso within the survey; specifically, regarding the work we currently do as well as ideas for the future.

The various ideas on how we could potentially use the square in the future will be shared with the other local organisations and groups as required and appropriate.

b) Future Projects

Moving forward Visit Kelso will continue to promote the town on social media and via our website.

We are currently planning a promotional campaign called 'Bordering on Bootiful' which is due to be launched on the 14th of June for 28 days.

Alongside a promotional display, highlighting the importance of the 'Shop, local, Buy Local and Love Local' campaign in the square we will be running various competitions for both public and businesses to participate in.

This is the towns bid funding campaign which is being coordinated by a subcommittee within Visit Kelso on behalf of the whole town. More details on the project are due to be circulated imminently via business leaflets, our next newsletter & Kelso life magazine.

The great British High Street award is another ongoing project which we are currently working on. We are looking into the feasibility of creating a Visit Kelso APP however, because of the covid pandemic we are reviewing how we spend this funding and deliver on the project.

We are also continuing to support the Kelso Laddie's association with our traditional window comp plus our Christmas 2021 campaign planning will be starting from August onwards.

Finally on our current future planning we have created a funding subgroup who are currently looking to see how we can use the various projects and activities we undertake on an annual basis to raise funding to support for Visit Kelso. This could also lead to us adding other events & activities to the current list we do, as we move forward.

8. Any other Competent Business:

Although the bank balance currently looks extremely healthy most of the funds in the

account are ring fenced for specific projects.

As a result, and to enable us to continue doing the activities we have been doing we are looking to increase the subscription fees from £50-£60 per annum.

Membership fees, moving forward, include an entry in the South of Scotland Destination Alliance (SSDA) public facing website & app; Scotland Starts Here.

We have discussed the proposed annual increase, as a committee and honestly believe that even with the £10 increase membership of Visit Kelso is still very good value as it works out at less than a half page advert in one month of the Kelso life magazine.

There were no objections to this proposed subscription increase so it was taken as carried.

With no other further business Tina thanked everybody for their attendance & closed the meeting. Everyone was asked if they wished to remain on the call and join us for the forthcoming committee meeting but there was no obligation to do so.