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**North Fife Tourism Association AGM Minutes  
Monday 22nd January 2024, 6pm  
The Golf Inn Ladybank**

**Attendees**

Simon Johnson, Dave and Caroline Lofting-Jones, Ian Copland, Moira Henderson, Ian Sloan, Craig Cameron, Craig Arthur, Andrew Thomson, Duncan Weaver, Cllr Margaret Kennedy, Ian Grieg, Clare Wade & Sarah Rice

**Apologies**

Liana Stephen, Linn Williamson, Kirstin Uhlenbrock

- 1. Chairs Welcome and Introduction** – Moira welcomes everyone and thanks Craig for hosting us at The Golf Inn.
- 2. Previous Meeting Minutes.** - We are unable to confirm the minutes from the previous AGM as the minutes of the Dunfermline meeting were uploaded by accident although we did approve them at the time. Andrew's suggested we approve them by exception allowing 7 days to object with an issue from the previous AGM.  
[2023 Minutes available HERE](#)
- 3. Chairpersons Report – Moira Henderson**
  - Moira wanted to thank the committee and other members and to especially thank businesses that had hosted us over the year.
  - Moira also wanted to highlight some of the changes such as the merger between Fife Tourism Partnership and Welcome to Fife. Also, instead of the chairs meeting it was decided they would attend the Welcome to Fife Board meeting to avoid repetition.
  - It was also highlighted about the strategy focused on Sustainability and Accessibility with the accessibility sector having a substantial spend in this country with data available on the website.
  - Z maps are still available so you can request more if you have run out.
  - Short Term Let Licensing has been implemented and although there is still a large group of people waiting for their licence to come through it was noted that Fife council has been sensible and is working through the issues.
  - There have been discussions around the introduction of the Levy but that is all but it was to be noted that countries that have introduced the Levy system have a noticeably lower VAT.
  - Moira also wanted to thank Gavin Wodd for stocking the Cupar toilets at Fluthers Carp Park so well of all the brochures and he was happy about the better plastic holders donated.
  - It was a big shock that Muddy Boots in Balmalcolm village has closed but we are happy to see that The Scottish Deer Centre has been able to pick up the pieces and keep it going.
  - The tourism conference tickets are still available.
  - Finally, to pass on to Andrew for website update and Ian for finances. But we have money in the pot and we need ideas and energy on how to use it.

**Andrew Thomson update:**

- A mail chimp survey went out to establish members' need for additional help on Websites and Social media. The results will be reviewed and discussed at March's meeting.
- FlintRiver are currently undertaking a revamp of the existing website focusing on making it clearer. Out of date or disused stations to be looked at and possibly to look at it at the next meeting to allow people to see and input. We have taken a lead from the Welcome to Fife website linking between them. Finally looking at the events page. The set up of the website has been covered by the grant but looking at how to run the continued management.

- 4. Treasurer Report Ian Greig** – Physical accounts were handed out with a brief from Ian covering the 1<sup>st</sup> of July to 30<sup>th</sup> of June. It was a quiet year with more coming in than going out which suggests there is more possible for us to do. We are sat with around £10,000 in the account which is closer to £6,500 after the expected website bill.
- 5. Change of Constitution** – An update to the constitution was suggested about trying to make the constitution the same over the different Welcome to Fife Associations as Welcome to Fife would like to bring them into line. Moira requested more details. It was noted that ours is rather robust with one suggestion of the Chairperson standing down as usual at the end of the year but can only be re-elected a maximum of 4 times. Andrew's suggested we bring the details to the next meeting to allow us to vote on it.
- 6. Election of Office Bearers**
  - Moira does a recap of the roles and the current Committee members. All current Office Bearers stand down.
  - Margaret Kennedy Chaired the following Nominations:
  - Nominations called for Chairperson. Moira nominated Andrew and is seconded by Simon. No other Nominations. Andrew Thomson accepts and is elected as Chairperson.
  - Nominations called for Vice Chairperson. Andrew nominated Moira and is seconded by Sarah. No other nominations. Moira Henderson accepts and is elected Vice Chairperson
  - Nominations called for Secretary. Moira nominates Simon and is seconded by Andrew. No other nominations. Simon Johnson accepts and is elected Secretary
  - Nominations called for Treasurer. Moira nominates Ian and is seconded by Sarah. No other nominations. Ian Greig accepts and is elected Treasurer.
  - Andrew called for volunteers for new committee members and the following accepted:
    - i. Dave Jones Volunteer
    - ii. Craig Cameron Volunteer
    - iii. Sarah Rice Volunteer
    - iv. Kirsten Uhlenbrock – TBC as not at meeting
- 7. AOB** -Moira calls for any other business and passes the meeting to Andrew
  - See Below for full Welcome to Fife update
- 8. Close Meeting** -Andrew closes the meeting finishing with the appreciation for all of Moira's hard work over the years and calls for food.

Minutes taken by Simon Johnson



## Welcome to Fife Update for Meetings

Linn Williamson – [linn.williamson@fife.gov.uk](mailto:linn.williamson@fife.gov.uk)

- New Tourism Strategy for Fife now launched - [Strategy - Welcome to Fife For Industry](#)
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- Fife Tourism Partnership branding is no longer and we will now be collectively known as Welcome to Fife

### Marketing

- Marketing Campaign – “The Kingdom Where it all begins” we would like businesses to use the hashtag #KingdomofFife along with #LoveFife. Please feel free to share content on websites and social media and tag or link back to Welcome to Fife. This really is making a huge difference
- Business Toolkit for campaign - [The Kingdom. Where it All Begins: Campaign Toolkit - Welcome to Fife For Industry](#)
- Destination Video - [The Kingdom, where it all begins - YouTube](#)
- National Geographic - [How to spend a long weekend in Fife, Scotland’s ancient kingdom \(nationalgeographic.com\)](#)
- Coast Magazine - [Discover Fife - Coast Magazine](#)
- Expedia and Tripadvisor on banner add campaigns full business toolkits to follow for businesses. This will explain how to take advantage of the content for your business. Please see expedia group links below
  - **Expedia:** <https://www.expedia.co.uk/lp/b/ms-b-dmo-exp-uk-fife>
  - **Hcom:** <https://uk.hotels.com/lp/hotel-deals/ms-b-dmo-hcom-uk-fife>
  - **Vrbo:** <https://www.vrbo.com/en-gb/travel/campaign/vrbo-mlp-uk-meso-fife>
  - Expedia Results – We have so far seen some fantastic results and will be able to share some real ROI detail over the next few months
- Continue to create blog posts and will share with businesses who feature. Please feel free to use on socials and your website. They are good SEO content. If you are included in the post we will advise you but please feel free to share across your channels even if you are not included in that post. Always good for social media reach and SEO on websites

### Other Opportunities

- Business on the coastal path and Pilgrim way are encouraged to sign up to Fife Coast and Countryside Trust [website](#)
- Business who work with golf travellers encouraged to sign up to [Fife Golf website](#)
- Continue to work with [Tay Country](#) on Travel Trade development. Training courses coming up for businesses at the start of their Travel Trade Journey. If interested please get in touch with Linn or Karen

### Short Term Let

- Applications are being worked on. The team will be in touch when they reach your application

### **Upcoming Events to Note**

- Fife Tourism Conference – Tickets now available to purchase for 27<sup>th</sup> February, 09.30-15.30, Adam Smith Theatre £25 - [Fife Tourism Conference 2024 - Developing New Markets - Welcome to Fife For Industry](#)
- Fife Food and Drink Week – 9<sup>th</sup> March – 17<sup>th</sup> March – businesses encouraged to get involved in the week and submit events ASAP [Fife Food and Drink Week - Welcome to Fife For Industry](#)
- Training and events updated regularly on our website - [Home - Welcome to Fife For Industry](#)
- Training events, webinars and meetings can be found on our website
- If you have any events in your business or community, you would like to promote to visitors please feel free to add a [free listing on Welcome to Fife](#)

### **Things to do for your business**

- Sign up to our B2B [newsletter](#)
- Add or update your FREE Welcome to Fife business listing. Remember you can add more than one listing for your business if you are various parts to your business e.g., hotel may have accommodation and restaurant.
  - [Add a new business listing to Welcome to Fife](#)
  - [How to update your current business listing](#)
- Check your business profile online. Is your google listing up to date and accurate. Google your business and see where you can be found online

### **Visit Scotland**

- Do you have a VisitScotland listing does it need updating or can you add a free listing to their website
  - FREE business listing on <https://www.visitscotland.com/> giving a bit of potential exposure to our global audience.
  - Please upload details using the following link: [Promote Your Tourism Business on Visitscotland.com | VisitScotland.org](#)
  - If you are interested in hearing more about tourism locally and nationally, make sure to subscribe to our e-news: [News - Latest Updates for Scottish Tourism | VisitScotland.org](#)
  - Contact James Sinclair for further assistance from VisitScotland [james.sinclair@visitscotland.com](mailto:james.sinclair@visitscotland.com)