

## **MINUTES - OHT AGM (2021) 8th December 2022**

Requested attendance on Zoom: Sarah Maclean, Jane Loomes, Iain Faller, Linda Johnson, Rob McKinnon, Jethro Lomas, Liz Carmichael, Catherine Thomson, Louise Cook, Marlene Macleod, Lindsay Robertson, Rupert Marshall, Angus Macleod, Lorna Eller, Sue Reid, Rhoda Macleod, Donnie Steele, Ian Fordham, Sarah Maclean, Mairi Thomson, Eileen Murray.

**Apologies:** Patricia Martin, Iain Faller

### **1. Welcome**

Chairman Sue Reid welcomed all to the meeting, thanked everyone for attending and confirmed that the meeting was quorate.

**2. Minutes of last AGM (2021)** were approved by Jane Loomes and Ian Fordham.

### **3. Reports**

#### **3.1 Treasurer's Report**

The Treasurer's report and accounts were noted. Combined summary sheets were circulated ahead of meeting.

Income & expenditure for the year were explained to those present. 17% of our income is gained from our membership and website fee. This large and supportive membership allows us to then receive other income (69%) from our main stakeholders (CaIMac, Visit Scotland, HIE).

No membership fee increases for this year.

Expenditure was made up as follows:

Core salaries 35%, Marketing 19%, Website 6%, Other Core Costs 7%, Food & Drink 11%, Recovery 7%, Digital & TOH2030 10%, HebWay Costs 5%

The board thanked Lorna for the accounts.

#### **3.2 Chief Executive's Report**

Sarah reported on all the projects developed, completed and ongoing in 2021/2022 which included: Gaelic, well-being, PLACE campaign, Road Dance promotion, on-going marketing & media partnerships, visitor infrastructure plan, cruise forum, support for STL, net zero pilot plan, ferry lobbying, digital development, ongoing representation on both local and national forums & stakeholder engagement. Plus project actions with: Seasonality (Dark Skies) and Food & Drink.

#### **2022 Review:**

Seasonality, Food & Drink, Dark Skies, developing events & themes.

#### **Plans for 2023:**

- Team expansion – Marketing Officer & Cruise Destination Manager
- Conference – Autumn 2023
- Membership expansion – new businesses & new categories

- Developing new platforms for communicating with industry & members
- Cruise market expansion
- Roll out of signage early 2023
- AA accreditation & partnership
- Membership exclusive discounts
- Seasonality projects and Food & Drink projects will continue roll-out
- Membership listing support
- Website development
- Trade engagement

Sue thanked Rob McKinnon for Chief Executive work in 2021 and over his 4 years with OHT

### **3.3 OHT Structure**

Sue acknowledged all the projects OHT team undertake and gave thanks for all they do

### **4. Office Bearers – note Board & Office Bearers**

Linda & Jane nominated Sue to continue as Chair

Ian & Eileen nominated Patricia to continue as Secretary

Lorna's post as Treasurer is to be advertised from beginning of January 2023

### **5. Any Other Competent Business**

Lorna – could our current members persuade non-members to become members. They have a voice for the industry.

Linda asked regarding the ferry summer 2023 timetable. It is now scheduled to be produced early March 2023

Sue thanked everyone for attending closed the meeting.