

TRANSITION BLACK ISLE

Minutes of Comms meeting at Teen's Monday 18th June 2012

Present

Maggie Dove, Wendy Price, (Chair) John Wood, Penny Edwards, Teen Ross

Action points

No Matters arising from minutes of last meeting

PR person

Teen Ross was welcomed back as PR contractor for the Million Miles project. Her skills will be invaluable.

Go Green magazine

We agreed not to take an advert or editorial in the Go Green environmental mag produced by New Century Publishing – waste of resources, both ours and theirs. Better to stick to local papers, North Star, Ross-shire, Chatterbox, Muir Matters and Noticeboard (Culbokie newsletter) and target specific issues

**Wendy
To inform New
Century**

Highland Gathering – Thurs 21 June

Julian Paren and Maggie Dove will man stall/gazebo and Naomi Lloyd and Helen Charlie from Fortrose invited to help too.

Wendy

Maggie to check with Marion Macdonald about game to play

Maggie

Communicating

We need to establish good communication between the TPO's/ Transport group and ourselves so that we can assist in any Transport events if necessary and plan events outside the Million Miles project. A request to be made to Richard Robinson that there's a fortnightly (or at least monthly) simple report to all directors so that everyone knows exactly what is going on.

Wendy

The issue of Forum versus email came up again and the following was agreed.

1. Any business amongst directors needing a decision should be carried out by email
2. Consulting members' views or general discussions on eg best PV systems etc should be carried out on forum

Forthcoming events

Black Isle Show – August 1 and 2

St Boniface Fair – Thurs 9 August – it was suggested that the TPO's pick up on both of these and define what should happen at each. Richard to be contacted to that effect.

Wendy

Budget for comms

In discussing this, it was agreed that TBI should continue to have events not associated with the Million Miles project, (if it can be afforded) to ensure that issues such as food, local community etc are kept alive.

Suggestions to be looked into for costing and feasibility are:-

1. Time banking/local currency
 2. Visit to Rosemarkie/Cromarty allotments
 3. Visit to Findhorn foundation
 4. Gathering of other groups – Alness, Inverness, Good for Ewe
 5. Showing films – eg economics of happiness, Growthbusters
- All these to be costed in the next few weeks and put to treasurer and directors for approval

Penny
Wendy
John
Maggie
Teen

We will put to the admin group the suggestion that member's nights as such be converted to general event nights as attendance at "member nights" has not been good

Wendy to email

Futerra

Teen

Teen recommends that we all familiarise ourselves with the sort of messages that this PR company uses in promoting green issues. Their slant is that carrots are much more likely to change behaviour than sticks. Teen will send link to their website to all directors

Website

John is doing an excellent job of keeping the website up to date and Facebook is getting more and more following
 Teen will add info to the Million Miles page

Teen

AOCB

Wendy
Teen

The TBI entry on the Hen website is out of date and will be updated
 Market dates and times together with some Local Larder leaflets have been sent to the Royal Highland Show at Ingliston and this should be repeated each year as it is good publicity for the markets.

Newsletter editor

John advised us that when he steps down as vice convener at our AGM in August he will not want to continue to be editor of our monthly newsletter so we will need to find a replacement. This is not a big job now that he has set it up in such a good way.

Date of next meeting - suggest Mon 23 July – Skype at 4pm

All to check

Wendy 19.6.12