



South of Scotland Destination Alliance AGM 02 November 2021 10h00-11h00 – online.

A full recording of the AGM is available in the Members Portal on SSDAAlliance.com

MINUTES

AGENDA

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|-------------------------------------|-------------------------|
| 1. Chair's Introduction and Welcome | David Ibbotson, Chair |
| 2. SSDA Year 1 Report Overview | Ross McAuley, CEO |
| 3. SSDA Accounts Year 1 | Vivien Ross, Accountant |
| 4. Approval of Financials | |
| 5. Re-election of Directors | |
| 6. A.O.B. | |

Chair's Introduction and Welcome David Ibbotson

First year of SSDA was a challenging one, not only for the organisation but for all businesses in the region.

Thank you to the Board of Directors for their hard work, dedication, and passion for the South of Scotland, as well as to Jemma Reid and her team for the enormous amount of work in setting up the mechanics of SSDA and support to the businesses across the region.

SSDA was formed when MBTAG and VSWS came together to unite the Scottish Borders and Dumfries and Galloway forming the South of Scotland as a tourist destination. Thank you to SOSE and Visit Scotland for their support, as well as the regional councils.

Our appreciation to Will Haegeland for his time and dedication, but who is now stepping down from the Board.

The Board would like to wish the new CEO of SSDA, Ross McAuley all the best in his new role and look forward to working with him.

SSDA Year 1 Report Overview CEO Ross McAuley

Ambition to bring the South of Scotland together to form a year-round, world class destination with the aim to increase tourism spend to £1bn and create 6,500 jobs by 2030. 2020-21 has been an unprecedented year for all.

SSDA has worked on

- | | | |
|----------------|-----------------------|-----------------------|
| - Branding | - Delivery | |
| - Content | - Membership | |
| - Travel Trade | - Product Development | - Destination Support |

Extend the Season campaign has been highly successful.

Aim to take the South of Scotland from the Go Through Place to the Go To Place.

SSDA Accounts Year 1 Vivien Ross Presentation of the Year 1 accounts.

Approval of Financials APPROVED

Re-election of Directors David Ibbotson APPROVED Isabel Rhodes APPROVED

A.O.B. No questions or comments recorded.

The South of Scotland Destination Alliance Ltd.

Registered in Scotland. Company Registration Number SC660953. Registered Address: 15 High Street, Selkirk, TD7 4BZ. E: info@ssdalliance.com