



Borders Branch

AGM

Via Zoom

Monday 12th April 2021 7.30 p.m.

MINUTES

1 Apologies

Vicky Mclennan,

Attendees

Mike Betts, Margaret Betts, Tom Brewis, Jim Douglas, Richard Jackson, Harry McKerchar, Alan McNeilly, Martin Moncrieff, David Parkinson, Gavin Paterson, Alasdair Reid, Elise Ross, Malcolm Ross, Neil Stratton, Harry Urquhart, Nancy and John Marshall

2 Adoption of Minutes of 2020 AGM

Adoption proposed David Parkinson, seconded Mike Betts

3 Matters arising from Minutes

Replacement of Borders Bird News now operational. 84 members

Zoom meetings last winter jointly with Dumfries and Stewartry

Mike Betts felt very good

Discussion about how many people attended from Borders

4 Chairman's Report

Text attached

Chairman thanks everybody for support

No comments

5 Secretary/Council Representative's Report

Focus on Council, nothing to add to Chairman's branch report

All Council meetings online

Waterstone House has been closed, staff furloughed or work from home, shop closed, have received grants from local council

HQ organizing Zoom talks, planning next season

Council proposing to appoint a Birding Officer, offering birdwatching expertise at HQ and to act as birding ambassador

Copy of advert for job circulated

Looking at a digital edition of Scottish Birds

Using the eZine format rather than pdf – to protect membership revenues

Waterstone House to re-open soon, 26th April?

6 Treasurer's Report

Richard Jackson, accounts displayed to meeting

Commentary attached

Small amount of additional sales in March after figures drawn up

Now have full online banking

Approval proposed Nancy Marshall, Seconded Malcolm Ross

7 Borders Bird Report: Future Format and Funding

Tom Brewis paper on future of report attached

Proposals presented by Tom Brewis

New species account format takes up more space, also more digital photos.

Sales declining, report bigger and more expensive

Tom in contact with opposite numbers in other counties on options for producing both digital and printed editions.

Proposal to offer report initially as pdf or eZine, with the option for those who want a printed version to order a print on demand edition at an agreed price

SOC looking at eZine as a way of protecting membership numbers, given belief some members join SOC in order to obtain *Scottish Birds* and might no longer join if could obtain it as a free pdf

Alasdair Reid believes it would be a shame to get rid of printed edition, ideal scenario would be for digital and option for print if the reader wanted it.

One option to reduce cost would be to opt for b/w rather than 4-c but felt this would detract from quality of publication and also new species accounts use colour to guide the reader.

Malcolm Ross makes two points:

We have to supply copies to copyright libraries – unsure if a digital copy would be acceptable

Concerned about impact on cover price if potential customers drop out and print runs declines.

Note by NS – cover price of digital prints not generally affected by print run because of absence of platemaking and makeready. For short run publications, digital PoD therefore cheaper per copy but no decline in cost per copy as print run increases.

At some point – probably well in excess of our print run PoD therefore becomes more expensive per copy

Mike Betts prefers printed copy and likes to keep old reports

Martin Moncrieff believes many members will prefer a printed report. Perhaps before producing next report we should circulate members to see their preferences.

Malcolm Ross asks Tom Brewis how many pages future reports might run to on the basis of new specie account format. Tom thinks 240 pages, currently we are at 197 pages.

Gavin Paterson strongly in favour of a digital edition, and using report as a means to show case what branch does and the work of its photographers.

Alec McNeilly wonders where money for future report to come from. Tom feels funds will not be needed – a pdf is already being produced by the volunteers when sent to print.

If at some point in future we move beyond pdf for digital edition and if SOC have software for something like eZine then could explore possibility of working with them.

General support for digital edition to complement print.
Circulate members to see if still want a printed copy

Tom proposes Malcolm circulates to members options for future editions and to ask who is interested in a printed version

Gavin proposes members are circulated nearer to actual time of publication of report and when able to give members a realistic idea of cost of printed version.

Tom has had details of printer for PoD. Martin suggests Richard follows up contact to get details but Tom feels too early.

Tom feels will not be in a position to circulate members with an idea of costs before August at earliest

8 Arrangements for future meetings and outings

HQ organizing indoor meetings between September and December

At present putting together programme

Outings, on hold. When situation relaxes, probably look first at locations in Borders and places with ample parking space.

9 Election of Office Bearers

Chairman

Martin intends to stand down

Martin prepared to continue in short term until replacement-found.

Proposed Harry McKerchar, Seconded Alan McNeilly Passed Nem Con

Secretary, SOC Council Representative

Neil Stratton

Proposed Alan McNeilly, Seconded Mike Betts.

Treasurer

Richard Jackson

Proposed Nancy Marshall, Seconded Malcolm Ross

Distributor

Malcolm Ross

Western representative

Harry Urquhart

Editor Borders Bird Report

Tom Brewis

Discussion Group

David Parkinson

Alasdair Reid interested in sitting in on committee meetings with a view to becoming a committee member as family commitments ease

10 **AOCB**

Malcolm Ross raises problems with SOC app