

**TOURISM IRELAND CLG**  
**MINUTES OF THE 204<sup>th</sup> MEETING OF THE BOARD OF DIRECTORS**  
**HELD ON RATHLIN ISLAND, BALLYCASTLE**  
**THURSDAY 15<sup>th</sup> MAY 2025, 9.30–13.00**

**PRESENT:**

Christopher Brooke (Chairman)  
Karen Sugrue-Hennessy (vice-Chair)  
Stephen McNally  
Harry Connolly  
Joe Dolan  
Kathryn Thomson  
Katy Best

Paul Gallagher  
Mary Mulvey  
Apologies: Ruth Andrews,  
John McGrillen, Laura McCorry

**IN ATTENDANCE:**

Alice Mansergh	Chief Executive
Alan Myles	Financial Controller / Interim Company Secretary
Aidan Power	Director of Marketing
Maxine Hands	Head of Global Media & Digital
Róisín McTague	Corporate Communications Senior Executive

**1. APOLOGIES AND OPENING REMARKS**

Apologies were received from Ruth Andrews, John McGrillen and Laura McCorry.

**2. NOTICE AND QUORUM**

**2.1.** It was resolved that Mr Christopher Brooke be appointed chairman for the duration of the meeting (the Chairman). It was noted that a quorum was present and that the meeting was otherwise duly convened in accordance with the Constitution of the Company to transact business and that all directors entitled to attend and vote at the meeting had received due notice thereof and of the nature of the business to be conducted.

**2.2.** It was further noted that all the directors present were, pursuant to the Constitution of the Company, entitled to vote and be counted in the quorum.

**2.3.** The meeting proceeded to business.

### **3. DECLARATION OF INTERESTS**

In accordance with Section 231 of the Companies Act 2014 those directors present each declared that they had no interest in the business to be transacted at the meeting which would preclude them from participating in the meeting and forming part of the necessary quorum.

### **4. SECTION 819 AND PART 14, CHAPTER 4 OF THE COMPANIES ACT 2014**

The Chairman informed the meeting that no person who is the subject of a declaration, order or deemed order for disqualification or restriction under the Companies Act 2014 including Part 14, Chapter 3 and 4 is appointed or acts in any way, directly or indirectly, as a Director or secretary of the Company and that the Directors had not received any notice under the Companies Act 2014 including Part 14, Chapter 5, regarding a disqualification undertaking.

### **5. MINUTES OF PREVIOUS BOARD MEETING ON 27<sup>th</sup> March 2025**

The minutes of the meeting on 27<sup>th</sup> March 2025 were approved. They are to be uploaded to Tourism Ireland's corporate website.

**ACTION:** Alan Myles

### **6. MATTERS ARISING**

It was noted that the actions arising from the Board meeting of 27<sup>th</sup> March 2025 had all been progressed. It was noted that helpful feedback had been received on the upcoming risk register session for Board Members.

**ACTION:** Alan Myles

### **7. CEO REPORT**

The CEO gave a comprehensive update on government, industry, media and team engagement, sustainability, tourism performance and marketing activity.

A request was made that the 2025 calendar of events under way be circulated to Members.

**ACTION:** Alice Mansergh

#### **7.1. Tourism Indicators**

The Board noted the presentation given by the CEO on tourism indicators, and welcomed the measures being undertaken by the Executive.

## **8. SECRETARIAT MATTERS**

### **8.1. March Finance Report**

The Board noted the contents of the finance report. Alan Myles outlined the current bids under way and gave an estimated timeline.

A request was made to update the sustainability line item, to more accurately reflect the current investment level.

**ACTION:** Alan Myles

### **8.2. Resolution – Memorandum of Articles/Constitution**

Alan Myles outlined the process involved in updating the company's constitution, as required due to changes in Irish law. The Board noted the changes made and requested the Members to hold an EGM to adopt the revised constitution, and that if adopted, that the necessary Companies House filings be made.

**ACTION:** Alan Myles

The meeting adjourned in order to permit the Members to hold an EGM.

The meeting resumed and it was confirmed that the Members had duly passed the resolution to adopt the new constitution.

### **8.3. Resolution – London Lease & Corporate Certificate**

The Board noted the revised London lease documentation and corporate certificate, approved the resolution and authorised the documentation to be signed under seal.

**ACTION:** Alan Myles

A request was made that a review of the strategic approach to leasing take place in 2025.

**ACTION:** Alice Mansergh/Alan Myles

### **8.4. Business Continuity Planning**

Alan Myles updated the Board on recent business continuity planning events, including case examples and a recent in-market scenario.

Aidan Power and Maxine Hands joined the meeting.

## **9. PLAN PERFORMANCE**

Aidan Power outlined progress on 2025 plan performance. A comprehensive discussion took place on promotional activity, including the Ireland Unrushed campaign scheduled for June 2025. A request was made that food elements be highlighted further within the campaign and on consumer website.

**ACTION:** Aidan Power

The Board expressed an interest in having a standing markets update, similar to the regular plan performance item.

**ACTION:** Alice Mansergh / Siobhan McManamy

## **10. GLOBAL MEDIA, DIGITAL & AI UPDATE**

Maxine Hands presented a high-level overview of global media investment by market and channel; media tender progress and development under way on Ireland.com and in email marketing. Aidan Power supplemented the presentation with an update on AI.

The Board expressed satisfaction at work ongoing. A discussion took place on the types of content creators in promotional activity, with an agreement to continue research on appropriate partners across content types.

**ACTION:** Aidan Power

## **11. AI POLICY**

Aidan Power spoke to the work of the AI steering group, established to consider the company's planned use of AI. He gave an overview of the policy paper developed by group in line with public service guidelines.

The Board approved the contents of the AI policy for wider use in the organisation, noting the challenges and opportunities presented by the use of AI, and the governance implications.

During an engaged discussion on the paper, a request was made that training on the subject be arranged for Board Members.

**ACTION:** Alan Myles / Aidan Power

It was agreed that public sector guidelines on use of AI would be circulated to Board Members.

**ACTION:** Aidan Power

Aidan Power and Maxine Hands left the meeting.

**12. AOB**

Katy Best gave an update on a recent learning journey with US market team involving a meeting of the marketing partnership group. It was noted that there is benefit to ensuring representative partners join the marketing partnership group to represent B2B and B2C travel.

**13. MEETING WITHOUT THE EXECUTIVE PRESENT**

The Board discussed the layout and prioritisation of Board meeting agenda items.

**14. DATE OF NEXT MEETING**

The next meeting is scheduled for Thursday, 26<sup>th</sup> June 2025 in Cobh, Co Cork.

The meeting concluded at 13.15.

**Signed:**

  
**CHRISTOPHER BROOKE – CHAIRMAN**