

**DRAFT**

**TOURISM IRELAND CLG**  
**MINUTES OF THE 188<sup>TH</sup> MEETING OF THE BOARD OF DIRECTORS**  
**HELD AT TOURISM IRELAND, BISHOP'S SQUARE, DUBLIN 2**  
**THURSDAY 27<sup>TH</sup> JULY 2023 09.30 – 12.30**

**PRESENT:**

Christopher Brooke	(Chairman)
Nóirín Hegarty	Ruth Andrews
Katy Best	Stephen McNally
Joe Dolan	Mary Mulvey
John McGrillen	

**IN ATTENDANCE:**

Siobhan McManamy	Interim Chief Executive
Shane Clarke	Director of Corporate Services, Policy & Northern Ireland/Company Secretary
Elmagh Killeen	Acting Director of Markets (Agenda item 7)
Louise Finnegan	Acting Director of Central Marketing (Agenda item 7)
Neil Aulton	Head of Strategy & Insights (Agenda item 7)
Nicola Allen	Strategy Manager (Agenda item 7)
Aisling Mc Dermott	Manager Asia and Middle East (Agenda item 7)
Ronan Mac Greevy	EY-Parthenon (Agenda item 7)
Helena O'Dwyer	EY-Parthenon (Agenda item 7 by video link)
Audrey McNevin	Corporate Services, Policy & Northern Ireland

**1. APOLOGIES AND OPENING REMARKS**

Apologies were received from Harry Connolly, Kathryn Thomson and Laura McCorry.

**2. CONFLICTS OF INTEREST**

No conflicts of interest were declared.

**3. MINUTES OF PREVIOUS MEETING HELD ON THURSDAY 15<sup>th</sup> June 2023**

The minutes of the previous meeting were approved as a true and accurate record.

They were signed by the Chairman and will be published on Tourism Ireland's corporate website. **ACTION:** Shane Clarke

**4. MATTERS ARISING**

It was noted that matters arising from the previous meeting on 15<sup>th</sup> June 2023 had been actioned.

## **UK ETA:**

Shane Clarke provided an update on the desire of the UK Home Office for a comprehensive communications campaign relating to the land border crossing.

The implications of this have been flagged to both Sponsor Departments. A discussion on this is scheduled with both Sponsor Departments on 3<sup>rd</sup> August 2023.

A discussion on a Northern Ireland tourism strategy, led by DfE, noted the roles of Tourism Northern Ireland and Tourism Ireland in its development.

A meeting with key stakeholders to be set up to discuss tourism policy. **ACTION: John McGrillen/Siobhan McManamy/Shane Clarke**

## **5. I/CEO REPORT**

The Board noted the contents of the papers circulated.

The I/CEO elaborated on the following.

- Engagements with senior officials and NSMC.
- Confirmation that the current hybrid working guidelines should be applied.
- Details on budgetary submission made to DTCAGSM and notified to DfE.
- Update on progress relating to the staff survey.
- Projected year-end financial outcome.
- The H1 BPI report and successful progress against targets.
- The Board noted the SMT approval to commit €6.25m from reserves to invest in 2023 Q4 marketing activity in top 4 markets.

### **Actions Arising:**

IMAP paper to be brought to September Board meeting. It will reflect a REBUILD approach to co-operative industry funding. **ACTION: Louise Finnegan**

The Board noted the paper on staff survey benefits and actions. The Board confirmed its support for actions arising from this paper. **ACTION: Siobhan McManamy**

## **6. SECRETARIAT MATTERS**

Shane Clarke advised that all supporting Secretariat documents are available in the Board Governance Manual. (Resources section Decision Time)

It was agreed that the tender amount and duration will be stated on the procurement summary from September. **ACTION: Shane Clarke**

## 6.1 Procurement

The Board noted the process currently in place to ensure compliance on the granting of the necessary approvals for the awarding and initiation of procurement processes. They confirmed that the approvals sought and awarded were in order.

- Award EU level contract to Klear.com Ltd, for the provision of an influencer marketing tool and associated services as the incumbent and only bidder.
- Initiate EU Level Procurement Process for the provision of brand tracking research services.
- Extend the EU Level Contract with ModSquad Inc for the provision of Community Forum management/social media engagement/Contact Centre services.

The Board was asked to note that collaboration has begun to ensure a smooth transition of exhibition stand services/Business Tourism event contracts from Fáilte Ireland to Tourism Ireland.

## 6.2 Draft Annual Report 2022

The Board noted the contents of the draft Annual Report 2022 and duly approved it.

They recommended that the publication of the Annual Report be used as a media opportunity. **ACTION: Shane Clarke and Sinéad Grace**

Shane Clarke advised that the draft Statutory Accounts 2022 are with the Comptroller and Auditor General. No material issues have been advised of.

## 6.3 Draft Management Accounts 2023

The Board noted the accounts circulated.

Shane Clarke noted that it is expected that the DfE payment issue flagged in the report will be resolved by 6<sup>th</sup> September 2023.

## 6.4 Updated Board Governance Manual

Shane Clarke advised that the approved Board Effectiveness Action Plan had been added to the Board Governance Manual.

He requested and was granted approval for the continued use of the Board cover note, as included with the Board papers for illustration. **ACTION: Shane Clarke/SMT**

He sought agreement that the Board was satisfied with the status update, circulated, on the Board Effectiveness Action Plan. He confirmed that the training needs analysis action will incorporate the Board's desire to access Best Practice Forums. **ACTION: Shane Clarke/Lynda Quinn**

The Board noted that the Executive had agreed to enter a Heads of Agreement for a new Paris office lease. It was noted that the intention is to maintain existing levels of desk/square footage, given the current hybrid working guidelines. The new office will be co-located with Bord Bia.

## 7. **EMERGING MARKETS ASSESSMENT**

Elmagh Killeen, Louise Finnegan, Neil Aulton, Aisling McDermott, Nicola Allen and Ronan Mac Greevy joined the meeting and Helena O'Dwyer joined by video link.

The project team made a presentation, noting the context and approach employed which have resulted in the following recommendations.

### **Policy Recommendations**

- Tourism Ireland defers all marketing spend in Emerging Markets until Tourism Ireland has maximised opportunities in established priority markets.
- Limited but lucrative opportunities exist in Emerging Markets and will be assessed through an Opportunities Business Case.

### **Marketing Recommendations**

- There will be no proactive marketing or sales activity in Emerging Markets.
- One Ireland.com international website will be maintained for all Emerging Markets.

### **Structural Recommendations**

- Tourism Ireland will maintain a representative in Asia.
- India GSA contract will finish in December 2023.
- Phased closure of the Dubai office by end 2024.

### **Implementation Recommendations**

- Qualified opportunities in Emerging Markets will be managed by a Global Business Development Team.
- Global Inbound business development will be managed within the Global Business Development Team.
- One-off globally significant overseas opportunities will be managed by the Global Business Development Team.
- The Global Projects role, coordinating Tourism Ireland's response to St Patrick's Day, Halloween and other pan-market opportunities, will sit within the Global Business Development Team.

The Board discussed the Emerging Markets Assessment report and clarified certain matters. They noted the importance of positive messaging when communicating changes to a wider audience and welcomed the strict alignment with the Corporate Plan.

The Board granted approval subject to providing and incorporating:

- Clarity on Global Team's remit.
- Budget 2024.
- Budget reallocated to other Tourism Ireland activity.

**ACTION: Siobhan McManamy/Elmagh Killeen/Aisling McDermott**

Elmagh Killeen, Louise Finnegan, Neil Aulton, Aisling McDermott, Nicola Allen, Ronan Mac Greevy and Helena O'Dwyer (by video link) left the meeting.

**8. ANY OTHER BUSINESS**

Draft Tourism Ireland proposed 2024 Board Meeting dates to be circulated.

**ACTION: Shane Clarke**

The Chairman thanked and acknowledged the progress made and seamless management approach undertaken by Siobhan McManamy in the Interim CEO role.

**9. DATE OF NEXT MEETING**

The next meeting is scheduled for Thursday 7<sup>th</sup> September, to take place in Athlone.

**ACTION: Shane Clarke**

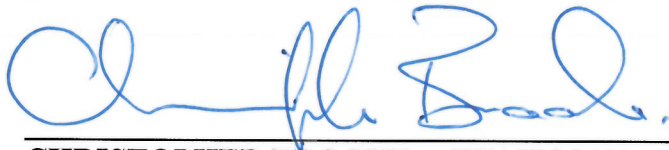
Siobhan McManamy, Shane Clarke and Audrey McNevin left the meeting.

**10. MEETING WITHOUT THE EXECUTIVE**

Several matters were discussed by the Board. No actions arose.

The meeting concluded at 12.30p.m.

**Signed:**



**CHRISTOPHER BROOKE – CHAIRMAN**