

TOURISM IRELAND CLG
MINUTES OF THE 189TH MEETING OF THE BOARD OF DIRECTORS
HELD AT GLASSON LAKEHOUSE, KILLINURE, GLASSON, CO. WESTMEATH
THURSDAY 7TH SEPTEMBER 2023 09.30 – 12.30

PRESENT:

Christopher Brooke	(Chairman)
Harry Connolly	Ruth Andrews
Katy Best	Kathryn Thomson
Joe Dolan	Mary Mulvey
John McGrillen	Laura McCorry

IN ATTENDANCE:

Siobhan McManamy	Interim Chief Executive
Shane Clarke	Director of Corporate Services, Policy & Northern Ireland/Company Secretary
Louise Finnegan	Acting Director of Central Marketing (agenda items 7 and 8)
Neil Aulton	Head of Strategy & Insights (agenda items 7 and 8)
Claire Naessens	Insights Manager (agenda items 7 and 8)
Audrey McNevin	Corporate Services, Policy & Northern Ireland

1. APOLOGIES AND OPENING REMARKS

Apologies were received from Nóirín Hegarty and Stephen McNally. The Board extended their sympathies to Stephen on the recent loss of a family member.

2. CONFLICTS OF INTEREST

No conflicts of interest were declared.

3. MINUTES OF PREVIOUS BOARD MEETING ON THURSDAY 27th July 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 27th July 2023 had been actioned.

A meeting with key stakeholders to discuss tourism policy is to be set up in quarter four. **ACTION:** John McGrillen/Shane Clarke

Shane Clarke advised the Board of findings in the training needs analysis. A one-day training programme will be organised to address the points, with a proposed date in January 2024. **ACTION:** Shane Clarke/Lynda Quinn

5. I/CEO REPORT

- Approval to initiate EU Level procurement process for the provision of destination marketing services in the New Zealand market.
- Approval of request for extension to EU Level Contract with Publicis Limited for the provision of strategic and creative advertising services to December 2024 (not December 2025 as erroneously stated in the Board paper). **ACTION:** Shane Clarke/Hannah Hughes

6.3 Board Approvals

- The Board approved the updates to the Board Governance Manual.
- The Board approved the updates to the September Board Effectiveness Action Plan.

7. DRAFT BUSINESS PLAN 2024

Louise Finnegan, Neil Aulton and Claire Naessens joined the meeting.

Louise Finnegan and Neil Aulton made a presentation on the Draft Business Plan 2024, noting the context and approach. The following points and actions arose:

Consider better use of the term “sustainability” in the context of:

- Our value added tourism traits
- Shared Island initiatives
- Procurement evaluation criteria

ACTION: Shane Clarke/Neil Aulton

The Board commended the presentation and approved the continued development of Business Plan 2024.

It was noted that this presentation will be shared with both sponsor departments, to ensure alignment on direction and to seek feedback. **ACTION:** Shane Clarke/Neil Aulton

The presentation will be uploaded to the Board Meeting Papers. **ACTION:** Shane Clarke

8. SEGMENTATION UPDATE

Neil Aulton and Claire Naessens made a presentation on segmentation. The Board noted the contents of the presentation and discussed the implications on future marketing strategy; they sought additional insight into the findings emerging from the segmentation research. It was agreed to arrange a further presentation, to facilitate a more in-depth discussion in advance of the Board meeting on 7th December.

ACTION: Louise Finnegan/Neil Aulton

It was requested that a communications strategy be developed for industry relating to any future changes in segmentation. **ACTION:** Neil Aulton

The presentation will be uploaded to the Board Meeting Papers. **ACTION:** Shane Clarke

Louise Finnegan, Neil Aulton and Claire Naessens left the meeting.

no longer a requirement for the Sustainability Sub-Committee. Mary will continue to provide direct assistance to the Executive as appropriate.

Shane Clarke advised the Board of a letter received from the Restaurants Association of Ireland seeking support for the 9% VAT rate for restaurants, cafés, pubs and other food services.

The Chairman again acknowledged and thanked Siobhan McManamy in her role as the Interim CEO role.

12. DATE OF NEXT MEETING

The next meeting is scheduled for Thursday 19th October, to take place in Belfast in the Tourism Northern Ireland office. **ACTION:** Shane Clarke

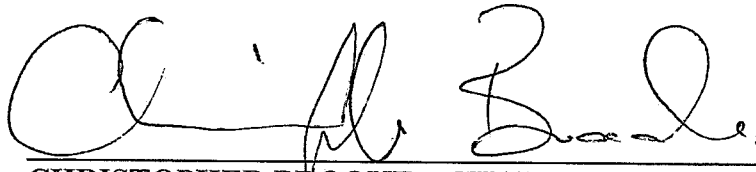
Siobhan McManamy, Shane Clarke and Audrey McNevin left the meeting.

13. MEETING WITHOUT THE EXECUTIVE

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

The meeting concluded at 12.30pm.

Signed:



CHRISTOPHER BROOKE – CHAIRMAN