

TOURISM IRELAND CLG
MINUTES OF THE 184TH MEETING OF THE BOARD OF DIRECTORS
HELD AT CASHEL PALACE HOTEL, CASHEL
THURSDAY 2nd FEBRUARY 2023 AT 09:30AM

PRESENT:

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

IN ATTENDANCE:

Niall Gibbons	Chief Executive Officer
Shane Clarke	Director of Corporate Services, Policy & Northern Ireland / Company Secretary
Siobhan McManamy	Director of Markets (Agenda Items 7,8,9, 10)
Mark Henry	Director of Central Marketing and Sustainability (Agenda Items 7,8,9,10)
Neil Aulton	Head of Strategy and Insights (agenda item 7,8,9,10)
Olivia Mulhern	Acting Insights Manager (agenda item 7,8,9,10)
Audrey McNevin	Corporate Services, Policy & Northern Ireland
Aisling Mc Dermott	Manager Middle East & Asia (agenda item 9)
David Ryan	Partner EY Data & Analytics (agenda item 9)
Róise Cunningham	Director EY Data & Analytics (agenda item 9)
Eoin O'Reilly	Partner EY Data & Analytics (agenda item 9)
Rob Haniver	Partner EY Law (agenda item 9)

1. APOLOGIES AND OPENING REMARKS

No apologies were received.

2. CONFLICTS OF INTEREST

No conflicts of interest were declared.

3. MINUTES OF PREVIOUS MEETING HELD ON THURSDAY 1ST DECEMBER 2022

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 1st December 2022 had been actioned.

5. CEO REPORT

The content of the report was noted. The CEO elaborated on certain matters contained in the report. It was noted the positive feedback received on the Marketing Plans launches. The Chairman requested that this appreciation be relayed to Sinead Grace and the Corporate Communications team. **Action: Shane Clarke**

The CEO met with the CEOs of other North South Bodies around events for the 25th anniversary of the Good Friday Agreement – a series of small events is planned to take place. Shane Clarke will be taking this forward.

The CEO provided an update on the “Shared Island Initiative”. A paper will be prepared on progress and governance arrangements. **Action: Shane Clarke**

Contact to be made with Fáilte Ireland and Tourism Northern Ireland regarding maximising usage rights for media assets across the three agencies. **Action: Shane Clarke/Elmagh Killeen**

Siobhan McManamy to take ownership of the implementation of the McCarthy Report recommendations. David Boyce will take on temporary responsibility as Business Tourism Manager. Progress update will be provided for the March meeting. **Action: Niall Gibbons/Siobhan McManamy**

6. SECRETARIAT MATTER

6.1 Procurement

The Board granted approval for the following:

- Award EU contract for the provision of hosting and related services.
- Approval to initiate EU level Procurement Process for the provision of General Sales Agency (GSA) Services in the Austrian Market.
- Approval to initiate EU level Procurement Process for the provision of Social Media Services.
- Approval to initiate EU level Procurement Process for the provision of Central Content Commissioning Agency Services.
- Approval to initiate EU level Procurement Process for the provision of Exhibition Stand Services [GB & Southern Europe].
- Approval to initiate EU level Procurement Process for the provision of Influencer Measurement Tool Services.

6.2 Management Accounts

These were noted as provided.

6.3 Internal Financial Controls

The Board considered the report circulated. Approval was granted.

6.4 Revision to Authorised Interim Signing Limits.

The Board approved the temporary addition of Lynda Quinn and Elmagh Killeen as signatories up to €400k. This is for reasons of efficiency, in the context of the departure of the CEO and the Director of Central Marketing and Sustainability.

6.5 Tender Re Evaluation

Shane Clarke advised of the recommendation of the “panel”, the legal advice obtained, discussion with the Chair of the ARAC. The Board approved the paper confirming the award to the highest scoring tenderer.

6.6 Business Plan 2023 and Corporate Plan 2023-2025: NSMC Approval

Shane Clarke advised of the feedback received from both sponsor departments. Actions are in place to address the observations in a timely manner.

Action Neil Aulton/Shane Clarke

6.7 Industry Event

Shane Clarke advised of the size and scope of a planned Dublin industry event, March 2nd all Board Members will be invited. An Industry Event will be held as part of “Meet the Buyer” in Belfast the Board noted this.

Action Shane Clarke

Siobhan McManamy, Mark Henry, Neil Aulton and Olivia Mulhern joined the meeting

7. State of the Season

A presentation was made. There was comprehensive discussion and prospects for season 2023 were noted.

A copy of the presentation will be uploaded to Decision Time **Action: Neil Aulton /Shane Clarke**

8. St Patrick’s Day Plans

A presentation was made. The Board considered and expressed satisfaction at the plans outlined.

A copy of the presentation will be uploaded to Decision Time **Action: Siobhan McManamy /Shane Clarke**

9. UPDATE BY THE CHAIR OF THE SUSTAINABILITY COMMITTEE

An update was provided by the Committee Chair.

Aisling McDermott, David Ryan, Róise Cunningham, Eoin O’Reilly and Rob Haniver joined the meeting.

10. UPDATE BY THE CHAIR OF THE RETURN ON MARKETING INVESTMENT COMMITTEE [ROMI]

A presentation was made by EY. The Board discussed and agreed that the action proposed by the CEO's e-mail of 31st January 2023 "Tourism Ireland's Response" was appropriate. Action and update at the March Meeting. **Action Niall Gibbons and Siobhan McManamy**

Neil Aulton, Olivia Mulhern, Aisling McDermott, David Ryan, Róise Cunningham, Eoin O'Reilly and Rob Haniver left the meeting.

11. ANY OTHER BUSINESS

The Chair and the Board thanked Mark Henry and wished him all the best in his career break.

Siobhan McManamy and Mark Henry left the meeting

12. DATE OF NEXT MEETING

The next meeting is scheduled for Thursday 23rd March 2023 to take place in Belfast at 2p.m. followed by an evening Engagement.

Action: Shane Clarke

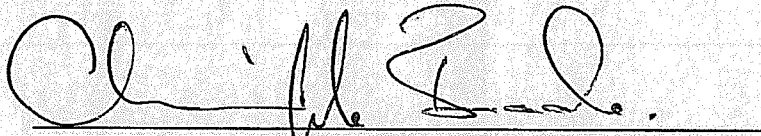
Niall Gibbons, Shane Clarke and Audrey McNevin left the meeting.

15. MEETING WITHOUT THE EXECUTIVE

A number of matters were discussed by the Board.

The meeting concluded at 1:00pm

Signed:


CHRISTOPHER BROOKE - CHAIRMAN