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**Thursday 28th March 2024, 10.00am**

**Lough Neagh Eel Fishery**

**Minutes**

**In attendance:** Richard Mullholland, Rosalind Mulholland, Brendan Adams, Maria McCann-Russell, Kimberly Madden, Bronagh Duffin, Jamese McCloy, Jim Barr, Nicola McCloskey, Kathleen McBride Dermot Friel, Damien Houlohan, Mary McKeown, Vanessa Postle, Lyndsey Johnston, Lara Goodall

Rosalyn Halferty

**Apologies:** Sean McEvoy, Shauna McElhone, Jim Quinn, Cathy O’Neill, Brian McCormick, Maria McCann Russell, Aoife O’Neill, Rosalyn Halferty

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| **Agenda Item** | **Detail** | **Actions Arising** |
| 1 | Richard opened the meeting, welcomed everyone and noted apologies.  Brendan Adams proposed the previous minutes and these were seconded by Dermot Friel.  Mary McKeown introduced Lyndsey Johnston and Vanessa Postle as the two new tourism officers. | n/a |
| 2 | **Update on Business Development Activities / Incoming FAMs**  Lara updated the group on recent business development activities:   * **Netherlands / Benelux Sales Visit** – Lara noted that this could be a good opportunity for the cluster and asked if the cluster would like her to apply. Kathleen noted that these are 2 popular markets for the Fishery and noted that she may be interested in attending. Lara will forward the details. * **Meet the Buyer Event 24** – Preparation is underway and currently there 37 meetings scheduled. Lara is developing a new presentation which will double up as a mini brochure.   Discussion around exhibiting at Bloom. Mary McKeown noted that Council are currently working on budgets and are considering Holiday World in Shannon and Bloom in Dublin. | LG to forward the details for the BeNe sales visits.  LG to follow up with Council re: costs / funding for a stand at Bloom.  LG & EC are to continue with MTB preparations |
|  | **Festival Update**  Rosalind gave the group an update on progress with the festival. She noted that ticket sales are progressing, but Rosalind noted the need to keep pushing these. Rosalind also noted that she has created a discount code for friends of the cluster if the members want to share these on their socials.10  Rosalind updated on the comms campaign and highlighted that the festival featured in the Irish Times. She also highlighted on the upcoming influencer / media FAM visit. Rachael is working on a FAM to bring 10 media reps to give them a taster of the festival on 22nd April.  LG noted that she submitted the funding application for marketing support for the festival, but noted that the outcome would be published in early May. | RM and RH to continue to market the festival.  RM to work in conjunction with RH to progress the Comms coverage for the festival. |
|  | **Recruitment Update**  LG updated the group that she had issued the recruitment invitations, with the closing date as 17th April. She will have a further update at the next meeting. | LG to progress the recruitment process. |
|  | **Update on Marketing Activities**  Lara updated that she is currently finalising the new presentation brochure and will have copies for the Meet the Buyer event. | LG to finalise presentation brochure for MTB |
|  | **Upcoming Training Dates, Support & Funding Opportunities**  LG noted that the group had discussed upcoming dates.  Lyndsey noted that there is an upcoming tour guides course in SW Regional College. | Group to consider training. LG will follow up with members to ascertain needs. |
|  | **Lobbying**  Discussion around another Meet the Industry lobbying event with local elected representatives. There was agreement that this would be of benefit. LG suggested that the meeting is held in Glenshane Country Farm as an example of investment in the local area. Jamese is happy to host and will follow up with LG on preparations | LG to progress meeting with the elected members. |