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**Bakehouse**

**Thursday 11th January 2024, 10.00am**

**Minutes**

**In attendance**

Richard Mulholland, Rosalind Mulholland, Jim Barr, Bronagh Duffin, Jamese McCloy, Rosalyn Halferty, Kimberly Madden, Kieran Walsh, Cathy O’Neill, Damien Houlahan, Maria McCann-Russell

**Apologies**

Jim Quinn, Dermot Friel, Brendan Adams, Kathleen McBride, Aoife O’Neill, Brian McCormick

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| **Agenda Item** | **Detail** | **Actions Arising** |
| 1 | **Apologies, Minutes of last meeting & Actions / Matters Arising**  Richard opened the meeting, welcomed everyone and noted apologies.  Jim Barr proposed the previous minutes and Kieran Bradley seconded them. | n/a |
| 2 | **Update on Business Development Activities / Incoming FAMs**  LG updated everyone on the upcoming FAMs and noted that the team is working to reschedule the CIE FAM which had to be postponed due to inclement weather. CIE have confirmed their commitment to come to the area and is likely to be rescheduled in October.  Detailed discussion on incoming Abbey and Wilderness Ireland FAMs around finalising the logistics and timings.  LG noted that the Wilderness Ireland FAM is to focus solely on outdoors and that they have requested to stay in Ardtara House. Kimberly asked, if possible, could they get a tour of the Linen House and highlight this as a private residence visitors could use. | LG to update itineraries with changes discussed today and forward to Abbey and Wilderness  LG to update dinner numbers for each of the FAM trips. |
| 3 | **Festival Update**  Rosalind gave an update on the preparations for the festival and noted that the website is live and the tickets were now on sale. She gave an overview of the updated programme and highlighted that Emma Heatherington is included in this and is a great asset.  Rosalind asked for members, who had not already done so, to send accommodation packages or experiences to her so that they can be added to the website. | LG to get festival details added to the website.  Members to forward accommodation and experience details to Rosalind to include on the festival website. |
| 4 | **Recruitment**  LG updated the group on the planned recruitment process and highlighted the companies that will be targeted as part of the process. This will be: Lough Neagh Stories, River Bann Cruises, Splash NI, The Inn At Castledawson, An Carn, Jigsaw Farm. | LG to commence the recruitment process |
| 5 | **Update on Marketing Activities**  LG updated the group on marketing activities. Rachael Harriott has been working on the festival marketing and is also planning the Spring campaign for wider awareness raising.  Cathy noted that Dermot has been accepted onto the Senses in Ireland business development visit to Canada in March.  Bronagh noted that she will be going to Experience Ireland in Italy in March.  Damien noted that he is going on the Ireland Week Roadshow in France | LG will work with McCadden’s to finalise the digital brochure to take on these visits.  RH to progress festival and awareness raising marketing campaigns. |
| 6 | **Upcoming Training Dates, Support & Funding Opportunities**  Lara noted the next workshop session will be a “How to - AI in marketing”. The session will review how cluster members can use AI tools in their marketing activities. Kimberly offered to host the session in Walsh’s Hotel. | LG to forward number to Kimberly for the training session. |
| 7 | **Lobbying**  Due to time constraints this will be reviewed at the next meeting. |  |
| 8 | **A.O.B**  N/A |  |