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**Thursday 25th April 2024**

**Walsh’s Hotel**

**Minutes**

**In Attendance**

Richard Mullholland, Rosalind Mulholland, Brendan Adams, Maria McCann-Russell, Kimberly Madden, Nicola McCloskey, Lyndsey Johnston, Lara Goodall, Rosalyn Halferty, Cathy O’Neill, Maria McCann Russell

**Apologies:**

Sean McEvoy, Jim Quinn, Brian McCormick, Aoife O’Neill, Jamese McCloy, Jim Barr, Kathleen McBride, Dermot Friel

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| Agenda | Detail | Actions Arising |
| Apologies, Previous Minutes & Actions | Richard opened the meeting, welcomed everyone and noted apologies.  Brendan Adams proposed the previous minutes and these were seconded by Kimberly Madden. | n/a |
| Update on Business Development Activities / MTB / Incoming FAMs | LG updated on MTB follow-up. Work is ongoing, with focus on getting FAM visits where possible. Kimberly noted that she is working on a FAM visit with Aideen from Tour Partner Group. LG asked who should be included within this itinerary. There was a consensus that FAM itinerary developed for Abbey Tours would work well. The group accommodation will be split across the 3 properties.  Lindsey updated the group that Council is organising the Clogher Valley Show on 31st July and that anyone that wants to have a stand at the show should contact her. There is a small, refundable deposit (£30) to pay to secure the stand. She also noted that Council is planning a second Taste event for 29th June in Pomeroy Forest and encouraged members to get involved. | Members to contact Lindsey to register interest for Clogher Valley and Taste events. |
| Festival Update | Rosalind gave an update on festival & encouraged cluster members to come to the festival on their guest pass and share the discount code on socials. She noted that the comms campaign is underway and that a successful media / influencer visit took place on 22nd April. Rosalind also noted that she has been working with the local schools to encourage local Year 13 and 14 students to attend the festival. |  |
| Recruitment | LG gave an update on the recruitment process and an overview of the applications received. Three applications received to date – Lough Neagh Stories, An Carn and The Inn at Castledawson. Jigsaw Farm requested an extension. Splash NI replied to say they would like another year’s trading and then they would apply. Brendan suggested that it would be of benefit to meet with each of the applicants to chat through their application prior to the Governance group meeting. Everyone agreed that this would be of benefit. LG and Cathy O’Neill will meet with potential new members. | LG to arrange a meeting with each potential new cluster member.  LG to arrange a meeting with the Governance group to review the application forms. |
| Annual Fees | LG noted that the 2024 – 2025 fees were due to be issued and asked the group if they wanted the fees to remain the same as 2023 / 24 fees. There was a consensus that the fees should remain the same. Cathy suggested that LG check with Dermot before these were finalised. | LG to follow up with Dermot Friel re the fees for 24 / 25 |
| Marketing Activities | Marketing activities have been focusing on the festival. Following the festival LG and RH will review and plan comms for Q2 and Q3 in 2024. | Finalise marketing activities for the festival. |
| Upcoming Dates, Support & Funding Opportunities | **LG noted a number of upcoming funding opportunities that members may be interested in, mainly from Invest NI. She noted that the** Resource Efficiency Capital Grant is due to open for applications and asked if the group would benefit from a meeting with Jim Clarke from Invest NI who works as part of the technical support team. The group agreed that this would be of benefit and asked LG to organise.  Lindsey also noted that members can apply for grant assistance through the Go Succeed programme and encouraged them to apply for support. She also noted that the new TNI E-Learning Platform has launched which would be of real benefit to the members. | LG to arrange a session with Jim Clark to get more detail on the available funding. |
| Lobbying | LG asked the members if they wanted to run with the lobbying event in May, or if they would prefer to use the event to include any new members recruited. Consensus that it made more sense to wait until September and include a launch of any new members. LG noted that members need to consider – what is there ask from elected reps? | LG to progress organising a Meet the Industry session in September |