

**TOURISM IRELAND CLG**  
**MINUTES OF THE 201st MEETING OF THE BOARD OF DIRECTORS**  
**HELD AT GLENARM CASTLE, BALLYMENA,**  
**THURSDAY 5 DECEMBER 2024, 9.30–13.30**

**PRESENT:**

Christopher Brooke (Chairman)	Kathryn Thomson
Karen Sugrue Hennessy (vice-Chair)	Katy Best (virtual)
Ruth Andrews	Laura McCorry
Paul Gallagher	Mary Mulvey
Joe Dolan	Stephen McNally
John McGrillen	Apologies: Harry Connolly

**IN ATTENDANCE:**

Alice Mansergh	Chief Executive
Shane Clarke	Director of Corporate Services, Policy & NI / Company Secretary
Siobhan McManamy	Director of Markets and Partnerships
Neil Aulton	Head of Strategy & Insights
Conor Marshall	Head of ICT & Data Protection
Alan Myles	Financial Controller
Lynda Quinn	Head of HR
Róisín McTague	Corporate Communications Senior Executive

**1. APOLOGIES AND OPENING REMARKS**

Apologies were received from Harry Connolly.

**2. CONFLICTS OF INTEREST**

No conflicts of interest were declared.

**3. MINUTES OF PREVIOUS BOARD MEETING ON FRIDAY 1<sup>st</sup> November 2024**

It was noted that the minutes of the meeting on 1<sup>st</sup> November 2024 were approved at a previous meeting. They will be uploaded to Tourism Ireland's corporate website.

**ACTION:** Shane Clarke

**4. MINUTES OF PREVIOUS BOARD MEETING ON WEDNESDAY 13<sup>th</sup> November 2024**

The minutes of the meeting of 13<sup>th</sup> November 2024 were approved, pending a minor adjustment to wording. They will be uploaded to Tourism Ireland's corporate website.

**ACTION:** Shane Clarke

**5. MINUTES OF PREVIOUS BOARD MEETING ON THURSDAY 24<sup>th</sup> October 2024**

The minutes of the meeting of 24<sup>th</sup> October 2024 were approved, pending a minor adjustment to wording. They will be uploaded to Tourism Ireland's corporate website.

**ACTION:** Shane Clarke

## **6. MATTERS ARISING**

It was noted that the actions arising from the Board meetings of 24<sup>th</sup> October 2024; 1<sup>st</sup> November 2024 and 13<sup>th</sup> November 2024 had been progressed.

A request was made to adjust elements of the Board Member learning journey template and add point of clarification regarding purpose.

**ACTION:** Shane Clarke

## **7. CEO REPORT**

The CEO gave a comprehensive update on engagement, sustainability, tourism performance and marketing. It was noted that an update on slow tourism would follow in 2025.

It was agreed that further data on demand indicators would be circulated ahead of the next Board meeting.

**ACTION:** Alice Mansergh/Neil Aulton

## **8. SECRETARIAT MATTERS**

### **8.1. Procurement Approvals**

The Board considered and approved the award of contract for the provision of 3rd generation digital asset management system services to Orange Logic LLC.

**ACTION:** Shane Clarke/Hannah Hughes

### **8.2. Management Accounts October 2024**

The Board noted the contents of the draft accounts for October 2024. The CEO drew attention to funding sources of access campaigns.

### **8.3. Updates Board Governance Manual**

Shane Clarke spoke to ongoing updates, highlighting the updated manual of financial procedures and code of conduct. A request was made to update the title for the purposes of clarity.

**ACTION:** Shane Clarke

### **8.4. Revisions to Bank Accounts**

The Board considered and approved the opening of new short-term deposit accounts to maximise return on funding.

### **8.5. Draft Business Plan 2025 submission to NSMC**

Shane Clarke spoke to the updated Business Plan 2025, as submitted to the NSMC, the contents of which was noted by Members.

### **8.6. Written Resolution (Dubai Power of Attorney)**

The Board considered the written resolution and approved granting limited power of attorney to Aisling Louise McDermott, to comply with local legislative requirements in executing the Board's decision to close the UAE office.

### **8.7. Board Governance Declaration**

The Board considered and approved the annual statement of compliance, pending an update to the year dated.

**ACTION:** Shane Clarke/Alan Myles

A request was made to provide the Board with a calendar of compliance requirements, to include an item on Board governance manual updates.

**ACTION:** Shane Clarke

#### **8.8. Board Ways of Working**

The Board confirmed approval of the paper on ways of working.

#### **9. PERFORMANCE MONITORING**

The contents of the paper on performance monitoring were noted.

#### **10. EMPLOYEE SURVEY RESULTS**

Lynda Quinn gave a presentation on the recent employee survey. An expansive discussion took place on the results and the Executive's plans to engage with areas for consideration. The Board noted next steps and looks forward to updates in due course.

#### **11. SUSTAINABILITY: PROGRESS UPDATE**

Neil Aulton gave a presentation on sustainability progress for 2024, noting Tourism Ireland's contribution to wider tourism policy on sustainability. The Board noted the contents and a comprehensive discussion ensued on work to date and plans for 2025 and the next corporate plan cycle. The Board commended the progress made on this matter.

#### **12. GOVERNANCE COMPLIANCE**

Alan Myles and Conor Marshall gave presentations on governance compliance in finance and ICT, respectively. The Board noted the contents of the presentations and engaged with the Executive on its views.

The Board thanked the presenters and voiced its support for the work undertaken to date.

Lynda Quinn, Alan Myles, Conor Marshall and Neil Aulton left the meeting.

#### **13. ARAC MEETING**

Stephen McNally gave an update on the proceedings of the ARAC meeting on the morning of 5th December 2024, noting the auditor had not observed any material risk within the company. He informed the meeting that the audit plan had been signed off and that the risk register had been approved by the committee. The risk register discussed at the ARAC meeting will be circulated to the Board post the meeting.

**ACTION:** Shane Clarke/Alan Myles

**14. AOB**

Further discussion took place on overseas events, including attendance. Ruth Andrews gave an update on the business tourism event attended in Spain. It was agreed that her written report would be circulated following the meeting.

**ACTION:** Shane Clarke

The Chairman took the opportunity to wish the Board, Executive and staff best wishes for the upcoming Christmas and New Year.

Members received a briefing on Board effectiveness, delivered by an external trainer. Preparatory briefing material will be circulated ahead of the February Board meeting.

**ACTION:** Shane Clarke

**15. MEETING WITHOUT THE EXECUTIVE PRESENT**

No meeting without the Executive took place.


**16. DATE OF NEXT MEETING**

The next meeting is scheduled for Thursday 6<sup>th</sup> February ~~2024~~<sup>2025</sup> in Kildare.

*Shane Clarke*  
Co Sec.  
19/2/25,

The meeting concluded at 13.42.

**Signed:**

  
**CHRISTOPHER BROOKE - CHAIRMAN**