

## **Tourism Committee**

### **Summary of the Minutes from the meeting held on Thursday 13<sup>th</sup> June at 5pm in the Assembly Room**

#### **Present:**

Natalie Tighe (NT) – Chair  
Helen Plummer (HP)  
Mary Nicolle (MN)  
Jolie Rose (JR) ) – Deputy Chair  
Ali Bateson (AB) – CSO  
Jenni Robinson (JLR) - CSO

#### **TC151.25 Apologies:**

Everyone was present.

#### **Non-Agenda Item – Invitation to next meeting**

It was suggested that Rosalie be invited to the next meeting.

#### **TC152.25 Minutes and matters arising from meeting 29<sup>th</sup> May**

Everyone had read the minutes and NT signed off the minutes as correct. The summary of the minutes for the website was approved.

#### **TC0153.25 Sark Big Picnic**

The posters were discussed. It was suggested that the available members of the committee visit the locations during the event.

#### **TC154.25 Sheep race- Peta letter – BBC news**

The committee discussed the various coverage of the Peta letter on the news.

#### **TC155.25 Monthly passenger numbers published**

The Committee discussed the monthly data and where to publish the information.

#### **TC156.25 Movie makers Guide**

The committee agreed it would be sensible to accept any help offered and contact guernsey before committing to any paid adverts in these guides. It was suggested that adding a non chief pleas member to the committee could be useful in the future.

#### **TC157.25    Guide accompanying journalists/tour reps**

The committee had received a request for journalists to be accompanied. The committee discussed who would be best to accompany them.

#### **TC158.25    Timeline for future festivals/events**

The committee discussed possible future events and a timeline. The committee suggested highlighting establishment events in future. The committee discussed the idea of grants to get future events started. The committee suggested working with existing events more in the future.

#### **TC160.25    Ellen Groves**

It was decided a three month contract and then review might allow initial projects and effects to become clear.

#### **TC161.25    Exit Surveys**

Information already being collected was discussed. Where best to send the forms was discussed. The survey would be sent out shortly.

#### **TC162.25    Our Tiny Island program**

The suggested participants were happy for their contact information to be passed on and were keen to participate. The committee would await the outcome.

#### **TC163.25    Cruise Ships**

The committee would continue to review arrangements.

#### **TC164.25    Sarnia Hotels**

The committee discussed the required information and how to collate. The committee agreed to include the accommodation information on the next trade mailer.

#### **TC165.25    May Trade mailer/Andy Carré follow up**

An update was received regarding Andy Carre and remains ongoing. A Transport special Trade Mailer was suggested. The committee decided two firm dates for the Trade Mailer being 14<sup>th</sup> and 28<sup>th</sup> edition would be best so there was a suitable deadline for information.

#### **TC166.25    Ramps-Visitor Centre**

The committee had been informed of the required task and allocated it.

#### **TC167.25    2027-Year of the Normans**

The committee had not received a response so would follow up.

#### **TC168.25    AOB**

##### **a) Harbour**

The committee had received suggestions on how to improve the Harbour. The committee decided to request a timeline from Douzaine before finalizing any future plans.

The committee received a request for a sign regarding the Hemlock. Hemlock background information and update was provided. The committee decided a sign would not be appropriate.

##### **b) Inspections and feedback**

An update regarding inspections/feedback was received and is still ongoing.

##### **c)Resident concerns**

The committee agreed to follow up with all the shipping providers regarding scheduling and routes.

The committee had received information regarding possible proposals for approved port. The committee agreed a business case was needed. The committee would await the finalized proposal from the resident.

##### **d)Media decisions**

The committee decided on photos for a calendar. The committee chose an ending for an advert to be sent out.

The committee discussed highlighting local activities and the form this could take.

##### **e) Trade resources**

The committee discussed the information required to put on events such as available equipment on the island. The committee discussed how to present this information and where to place it. It was queried if this resource could provide an income to the island. Further research as to how this could work for the island was decided upon.

**d) Sark radio/podcast**

After a positive appearance of a resident on a podcast, it was decided to contact Quay FM and facilitate a meeting.

**TC159.25 Junior role/Recruitment**

The committee agreed that the title for the role did not match role they were planning and could have a more suitable title. Front of house or similar direction needed. It was decided to end the meeting and come back to this.