

Tourism Committee

Summary of the Minutes from the meeting held on Thursday 29th May at 5pm in the Assembly Room

Present:

Natalie Tighe (NT) – Chair

Helen Plummer (HP)

Mary Nicolle (MN)

Ali Bateson (AB) – CSO

By invitation:

Sarah Hudson (SH) - Treasurer

TC130.25 Apologies

Jolie Rose (JR) – Deputy Chair

Non-Agenda Item – Financial matters

It was agreed that at the end of each year a small amount of money would be held back in the Visitor Centre's 'Shop' account for buying new stock. The rest would go back into the Island's general reserves.

It was confirmed that there was enough money in the budget for another member of staff to be employed at the Visitor Centre, possibly only on a temporary basis for the summer and for some social and digital marketing.

A spreadsheet would be created for the Visitor Centre to help the Treasury allocate payments of invoices.

SH left the meeting at 6.10pm

TC131.25 Minutes and matters arising from meeting 15th May

Matters on-going:

- | | | |
|----------------------------------|---|--|
| a) Guernsey Environmental Health | } | <i>These would be added to the list of items to keep on agenda to be looked at in October.</i> |
| b) RAMS template | | |
| c) Finger Signs | | |

d) Teams Meeting with Visit Guernsey about cruise ship visits

This was waiting to be rescheduled.

All other actions were done.

NT signed off the minutes as correct. The summary of the minutes for the website was approved.

TC132.25 Quote for Social and Web Management

This had been discussed and approved when SH was at the meeting.

TC133.25 Visitor Centre staff hours

An advert would be drafted for a third member of staff as soon as possible.

TC134.25 Island FM weather sponsorship opportunity

The Committee agreed that the cost was too much and therefore they would decline the offer.

TC135.25 Media packs

Work was on-going to improve an upgrade the media pack content. It was felt that good communication between the Tourism Committee, Visitor Centre, Orchard, IOSS and Visit Guernsey was vital.

TC121.25 Exit Surveys

A draft exit survey would be shared with the Visitor Centre ladies for feedback. Once finalised, the exit surveys would be available from the Visitor Centre and possibly accommodation providers.

TC137.25 'Our Tiny Island'

The Committee had been contacted by Tern TV who made a series called 'Our Tiny Islands' for Channel 4. The series '*explored the lives, jobs and experiences of people who live and work in the UK's smallest communities*' and now Tern TV were interested in making a film about Sark and its residents. The Committee would arrange a meeting with Tern TV to discuss further.

TC138.25 Sark's Big Picnic

A centralised poster would be made for the Big Picnic event but businesses would be welcome to do their own poster too. It was hoped that IOSS might be able to do a special offer for the event.

TC139.25 Cruise ships

The Committee would look into the arrangements for cruise ships that moor off-island.

TC140.25 Andy Carré, Bailiwick Boats – Jersey weekender trip

The Committee had been sent the dates for the Jersey weekender trip. They would ask Andy how they could help promote this.

It was noted that, although the IOSS website showed the timetable changes to allow for the trip to be done by the Venture rather than the Corsaire, anyone who used the printed timetables would not be aware of the changes. The Visitor Centre would send out the amended website to accommodation providers and ask them to make their guests aware.

TC141.25 May trade mailer content

The May Trade Mailer would feature 'Our Tiny Island', Andy Carré's Jersey weekender trips and the IOSS boat timetable changes. A poster would be made inviting people to be on the trade mailer distribution list.

TC142.25 Corsaire Graphics

The Committee agreed that it did not want any additional graphics added to the outside of the Corsaire. At some point, however, it would be good to put the new Sark map somewhere inside the Corsaire with the QR code to the Sark Island website.

TC143.25 AOB

a) Ellen Groves

Ellen Groves, who the Committee had previously spoken to about digital marketing in France, would be on Sark in the next few days. The Committee hoped to meet up with her then.

b) Press releases

It was noted that the press releases were working well – the one written by Creative Sark about their upcoming events week in June had been picked up by the BBC.