

## **TOURISM COMMITTEE**

### **Summary of Minutes of the Meeting held on Thurs 21st August 2025 at 5pm in the Assembly Room**

#### **Present:**

Natalie Tighe (NT) – Chair  
Mary Nicolle (MN)  
Helen Plummer (HP)  
Jolie Rose (JR)

#### **By Invitation:**

Sarah Hudson, Treasurer

#### **Also:**

Jenni Robinson (JLR) - CSO

#### **TC244.25      Apologies:**

None

#### **TC245.25      Minutes and matters arising from meeting 7<sup>th</sup> Aug**

**Everyone had read the minutes and the minutes were signed as correct.**

#### **TC246.25      Budget 2026**

The budget sheets with forecasts were discussed. The advertising, permits, moorings and tests were. The number of brochures and maps were discussed along with the current salaries and forecast. The VC have been asked to provide information on the various current costs and commitments.

#### **TC247.25      Invoices to approve- in meeting folder**

The committee discussed the invoices. The committee discussed how the invoices are recorded. The committee approved the invoices and the invoices and approval form were signed.

#### **TC248.25      Catering business update**

The catering business and response was discussed.

#### **TC249.25      Accommodation complaints**

The committee was updated with an update from the accommodation inspection that had recently taken place. The committee provided an update regarding a complaint that had been received by the VC earlier today. Solutions to the complaints were discussed. VC handling of complaints was discussed.

#### **TC250.25      2026 Staycation UK media pack**

The committee discussed this media pack and decided it was not appropriate at this time

**TC251.25      2026 Jersey Cruising guide advert via VC**

The committee discussed this advert having had time to view the pack and ad from last year. The committee decided this would be a suitable ad to place for next year.

**TC252.25      British Travel Journal – Autumn/Winter edition**

The committee discussed the travel journal for next year autumn winter edition and reduction in price. The committee decide to go ahead with this ad.

**TC253.25      Guernsey Press Travel feature**

The committee discussed this travel feature and decided it was a suitable ad to place.

**TC254.25      The Travel guide – The Guardian**

The committee discussed the adverts cost and scope. The committee declined this advert.

**TC255.25      Ellen Groves**

The committee discussed the latest invoice and services.

**TC256.25      Partners tab progress**

The committee were provided an update on the current progress of the partners tab.

**TC257.25      Year of the Normans – Teams call**

The committee were provided an update on the Teams call scheduled for tomorrow. The aim for the upcoming visit was to discussed.

**TC258.25      Map locations**

The application was ready but just need locations. The possible locations were discussed and finalized for the application. Other ways to assist visitor orientation were discussed.

**TC259.25      Rome2Rio update**

The resident had offered to get correct information listed on this site. The resident had got permission from Sark Shipping and had provided current timetables. These were now live and the resident was happy to keep them updated.

**TC260.25      TTOM Task report**

The committee discussed the TTOM.

**TC261.25      Full page Mono Advert**

The committee discussed this advert and decided it was not appropriate at this time.

**TC262.25      Advertising Budget 2026**

The VC had been requested to provide information regarding this for the committee to discuss. Some of the adverts discussed earlier were for 2026.

**TC263.25      Sark Tourism website**

The committee were provided with a request for inclusion on the tourism website. The committee discussed this request.

**TC264.25      AOB**

The committee were provided an update on the stamp launch but the plan was still coming together. The committee were provided an update from excursions unlimited.