

## **Tourism Committee**

### **Summary of the Minutes from the meeting held on Thursday 26<sup>th</sup> June at 5pm in the Assembly Room**

#### **Present:**

Natalie Tighe (NT) – Chair  
Helen Plummer (HP)  
Mary Nicolle (MN)  
Jenni Robinson (JLR) - CSO

#### **Also:**

Rosalie (R)

#### **TC168.25 Apologies:**

Jolie Rose (JR)

The committee discussed the current upkeep of the website and ongoing updates. media. The committee discussed a periodic review of the upkeep. Options for accessibility and other languages were discussed for the website. The committee considered the direction for upcoming social media campaigns.

The upcoming TV ad was discussed.

A digital marketing plan was discussed for the future. The committee signed off on the Corsaire artwork.

The timeframe for committee sign offs was highlighted. It was suggested a single designated person could sign off. The committee felt it best to make decisions as a committee.

The committee discussed the current storage arrangements for the Tourism media was discussed. The updates to the current map were discussed.

#### **TC0170.25 Ellen Groves**

The committee discussed the logistics of how the arrangement with Ellen Groves would work with the current website.

Rosalie left the meeting.

#### **TC169.25 Minutes and matters arising from meeting 29<sup>th</sup> May**

**Everyone had read the minutes and NT signed off the minutes as correct.**

#### **TC171.25 Visitor Centre Hours**

The committee would like the visitor centre to be open 11-1 on Sundays in July and August.

**TC172.25 Insurance**

The insurance had been checked and the committee informed.

**TC173.25 Brochures and Maps**

The VC had requested more brochures. It was suggested to order more.

**TC174.25 Sark Youtube**

This item was rolled over to the next meeting.

**TC175.25 Sark Big Picnic - feedback**

The committee felt the event went well and wanted to request feedback. Suggested it could be put on a trade mailer. Also suggested further shipping information could go out to prevent issues.

**TC176.25 Non Chief Pleas Member**

This item was rolled over to the next meeting.

**TC177.25 Trade Resource information**

This item was rolled over to the next meeting.

**TC178.25 Dixcart to La Coupee Path name**

The committee was informed that this path already had a name. It was decided to check.

**TC179.25 Water tests/accommodation**

This was ongoing as the committee were awaiting information.

**TC180.25 2027-Year of the Normans**

This was ongoing.

**TC181.25    Guernsey post/Stamp release**

The committee were happy for a member of Guernsey Post to be invited to the next meeting to discuss.

**TC182.25    AOB**

The committee discussed the Visitor Centre.