

**Minutes of a meeting of Visit Jersey Limited (“VJL”)  
La Mare Wine Estate , St Mary, Jersey, on Monday 18<sup>th</sup> May 2015**

<b>Present:</b>	John Henwood (JPH) – Chair
Catherine Leech (CL)	Mike King (MK)
David Seymour (DS)	Mike Graham (MG)
Doug Bannister (DB)	Tim Crowley (TC)
Kevin Keen (KK)	Sam Watts (SW)
(collectively referred to as the “Board” or the “Directors”)	
<b>In Attendance</b>	Keith Beecham (KB)
Darren Scott (DSC)	Ed Daubeney (ED)
Aimee Maskell, AM to PM Secretarial Services (Scribe)	

**1. APOLOGIES**

JPH welcomed everyone to the meeting, in particular CL and KB who were attending their first Board meeting and KK who was attending for the first time in his capacity as a Director. No apologies were noted.

**2. CONFLICTS OF INTEREST**

JPH requested that all Directors provide him with their list of their current directorships to enable him to prepare a register of Directors’ interests. Thereafter he would ask Directors to provide him with an up to date list on a regular basis.

**3. MINUTES OF PREVIOUS MEETINGS**

**IT WAS NOTED** that the minutes dated 17<sup>th</sup> March 2015 had been circulated with the agenda and **IT WAS RESOLVED** to approve them.

**4. MATTERS ARISING FROM THE PREVIOUS MINUTES**

- (a) **VISITOR SERVICE CENTRE - IT WAS NOTED** that a contract is in place until the end of June with Ports of Jersey (POJ) to run the Visitor Service Centre and there was an option for this to be extended.
- (b) **BATTLE OF FLOWERS/BATTLE OF BRITAIN – IT WAS NOTED** that funding of these events for 2015 will not come out of VJL’s budget.
- (c) **CONDOR – IT WAS RESOLVED** that DS would circulate an aide memoire of his recent meeting with Ken Soar the non-executive director of Condor. The situation with Condor was discussed and it was agreed that better engagement with industry was needed and a more senior figure was required to represent Condor. **IT WAS NOTED** that DB and MK are members of the Ferry Services Operating Group which includes members from Jersey and Guernsey and therefore it was felt there was little more VJL could do at this time.

The Board discussed the terms of Condor’s contract with the States of Jersey and **IT WAS NOTED** that Condor’s level of performance had not reached a critical level to warrant a breach. MK reported that EDD have concerns about Condor taking their conventional vessel (the Clipper) out of the water for maintenance during September having regard to the on-going issues with the new vessel. **IT WAS THEREFORE RESOLVED** that KB would write to Condor highlighting the importance of reliable ferry services to the tourism market in September.

**5. CHIEF EXECUTIVE’S REPORT**

The Board reviewed the CEO report, a copy of which had been circulated with the agenda. KB

welcomed feedback on the structure and content of his report and summarised it for the Directors.

The Board discussed KB's proposal to use social media and a vlogging (video logging) competition to promote the Island Games. The Board supported the proposal and **IT WAS RESOLVED** that KB would advise the team accordingly.

The Tourism Development Fund (TDF) was discussed and MK reported that although it was not impossible (due to alternative funding possibly becoming available) it was unlikely that the TDF would be re-capitalised at the end of 2015 due other priorities such as health and education. **IT WAS RESOLVED** that JPH would raise this with the Chief Minister at his meeting scheduled for the following day.

KB stressed the importance of being able to gauge how (if at all) events motivate people to visit Jersey, noting that the statistics in this regard are not very robust. The Board noted Appendix 3 of KB's report which is a draft memo to the Minister setting out KB's initial thoughts on events in Jersey. It was agreed that the memo highlights the opportunity and sets out a measured approach in respect of event-led tourism and **IT WAS RESOLVED** that KB would use the Air Display as a pilot in order to put some metrics in place.

**IT WAS NOTED** that Hamish Reid who previously headed up the Jersey Conference Bureau (JCB) is providing 80 days of consultancy to VJL over the next 12 months as part of the JCB wind up and **IT WAS RESOLVED** that KB would liaise with him in order to transfer the network and knowledge from the JCB to VJL.

## **6. TRANSITIONAL PLAN**

The Board reviewed the Transition Update a copy of which had been circulated with the agenda and ED summarised it for the Directors.

The Board discussed premises post June 2016, in particular Piquet House. KK advised that he was awaiting heads of terms for Piquet House from Jersey Property Holdings following submission of a formal expression of interest in the property. **IT WAS THEREFORE RESOLVED** that he would follow this up with Deputy Noel.

Consideration was given to the domain name visitjersey.com and **IT WAS NOTED** that a value of £25-30k has been mentioned by the owner. However, whilst it was agreed that VJL should not get into a bidding war for the domain name at this stage, **IT WAS RESOLVED** that ED would introduce KB to the owners. KB advised that Twitter has informed him that VJL has rights over "#VisitJersey". **IT WAS THEREFORE RESOLVED** that he will work with the owners (who are very positive about Jersey) to reach an agreement on the use of the hash tag.

Referring to the outsourcing of business service, ED advised that he and KK would identify someone who could assist VJL with corporate governance issues. KB advised that whilst he had no particular areas of concern in this regard he would like to have a frame work in place. DB advised that POJ have recently completed their corporate governance frame work and **IT WAS RESOVLED** that he would forward a copy of this in Word to KB.

## **7. EDD GRANT FUNDING**

The Board noted MK's letter to JPH regarding VJL's future grant funding and compliance oversight, a copy of which was circulated with the agenda. MK stressed the importance of finalising the 2016/17 budget, noting that plans were being made by EDD to put together a fund

to support economic growth. EDD therefore needs to know the likely budget requests of all its funded bodies. He added that these do not have to be precise and can be estimates. He stressed the importance of continued investment in tourism as it will ensure that tax take is increased across all industries. KK supported this view and added that the States of Jersey are undertaking an exercise to look at the number and cost of people within the States and he noted that VJL have already carried out this exercise.

## **8. AOB**

Freedom of Information (FOI) was discussed and **IT WAS RESOLVED** to publish VJL's minutes on the website, excluding commercially sensitive matters, after they had been approved by the board.

JPH advised that the Committees of the Board had been established as follows:

Audit – KK (Chair), TC and DB

Remuneration – JPH (Chair), MG and SW

Nomination - JPH (Chair) and DS as senior independent director.

**IT WAS NOTED** that none of the Committees have yet met.

**IT WAS NOTED** that JPH was meeting the Chief Minister the following day. JPH confirmed that the meeting was a courtesy call to introduce KB and **IT WAS RESOLVED** that MK would make the ED Minister aware of it.

**IT WAS NOTED** that an estimated 26,0000 people attended the Boat Show over the May Bank Holiday weekend and MK queried whether it was possible to establish how many of these were visitors to the Island and whether any came to the Island especially for it. DB responded that this was difficult to tell. Although he was aware of a number of visitors from France and Guernsey he believes it is more of a community event. JPH acknowledged that the Boat Show was a very good event but expressed disappointment that it was not possible to measure the value of it and other events.

## **9. DATE OF NEXT MEETING**

**IT WAS NOTED** that the next meeting was due to take place at Liberation Place on 14<sup>th</sup> July 2015 at 2pm.

There being no further business the meeting was closed at 12.45pm.