

**Draft Minutes of Galway City Council Economic, Community and Cultural Development SPC Meeting held in Council Chamber City Hall & MS Teams on 10th March 2023 at 2.00pm**

**Presiding:** Cllr. Niall McNelis.

**Present:**

**Councillors:** Cllr. Donal Lyons, Cllr. Eddie Hoare, Cllr. Noel Larkin,  
Cllr John Connolly,

**Sectoral**

**Representatives:** Mr. Dominick Whelan, Mr. Dave Hickey.

**In Attendance:**

Mr. Brian Barrett, Director of Services,	Galway City Council
Mr. Gary McMahon, Senior Executive Officer,	Galway City Council
Mr. Dermot Mahon, Senior Executive Officer,	Galway City Council Ms.
Caitriona Morgan, Administrative Officer,	Galway City Council
Ruairi Lehmann, Tourism Officer,	Galway City Council
John Waters, Administrative Officer	Galway City Council
Theresa Donohue, Senior Staff Officer,	Galway City Council
Thomas Melly, Staff Officer,	Galway City Council
Kate Howard, Arts Officer	Galway City Council
TJ Hughes, Assistant Staff Officer,	Galway City Council
Breda Glynn, Clerical Officer	Galway City Council

**Apologies:** Cllr John Connolly, Ms. Geri Slevin, Cllr. Clodagh Higgins, Cllr. Michael Crowe , Cllr. Declan McDonnell

**Absent**

**1. Confirmation of minutes of the Economic Community and Culture Development SPC meeting held on Friday 9th December 2022.**

Proposed: Cllr. Donal Lyons

Seconded: Cllr. Eddie Hoare

Agreed by all members.

**2. Matters Arising**

Mr. Dave Hickey requested an update on G2020 reports. Cllr McNelis advised that G2020 reports which have recently been circulated to Cllrs can also be circulated to SPC members.

**3. University of Galway – Presentation by Professor Ciarán Ó hOgarthaigh,**

## **Uachtarán na hOllscoile**

Professor Ciarán Ó hOgarthaigh gave a comprehensive outline to members of the work and impact made by University of Galway on the City highlighting unique contributions in areas such as:

- Housing & Transport
- Growing Enterprise
- Sports & Wellbeing
- Sustainability & Climate
- Social Inclusion
- Culture & Creativity
- Medtech, Marine, Data
- Cathair Dhátheangach

The presentation was welcomed by members and a questions and answers session followed on items raised. Professor Ciarán Ó hOgarthaigh concluded by asking members to continue the longstanding relationship and of being open with ideas and collaboration between the university and council; the sentiment was echoed among members and officials.

The Chair thanked Professor Ó hOgarthaigh for his presentation and attendance.

### **4. Failte Ireland DEDP (Destination Experience Development Plan) – Presentation by Mark O’Connell & Margaret Jenkins**

Cllr Neil McNelis welcomed Mark O’Connell & Margaret Jenkins to the meeting. Margaret Jenkins, Failte Ireland Team Manager, Wild Atlantic Way introduced Mark O’Connell from Repucon Consulting, who carried out the research, to the group. Mr O’Connell then presented the findings of the research. He outlined the following information to the members.

- What is a Destination & Experience Development Plan (DEDP)
  - o A DEDP is a five-year sustainable tourism development plan;
  - o It captures proposed tourism development projects within one plan to maximise their potential over the next five years;
  - o These projects and destination development activities are organised into an experience development framework to be adopted as a 5-year action plan.
- What are the aims of the DEDP
  - o Motivate visitors to visit, stay and spend;
  - o Sustainable tourism development;
  - o Extend the season;
  - o Disperse visitors across the destination;
  - o Generate economic return for the area;
  - o Focus on the strengths of the area;
  - o Identify projects that will make a difference;
- Who Inputs into the DEDP
  - o Visitors
  - o Industry
  - o Communities
  - o Relevant Agencies/Stakeholders
- Who Manages the DEDP’s
  - o The DEDP’s are managed by Failte Ireland working with a Destination Working Group to implement the plan when it is agreed.

Members thanked Mark and Miriam and there was a rigorous questions and answers session on items relating to Galway City specifically and how a DEDP can add value.

## **5. Galway City Culture & Creativity Strategy 2023-2027**

Mr Gary McMahon, SEO presented the Galway City “Culture & Creativity Strategy 2023-2027” to the SPC. He outlined to the group the strategic priorities for Galway City:

- Access and Cultural Rights
- Creative Youth and Children
- Creative Communities
- Creative industries and Cultural Sector
- Creative Health and Wellbeing
- Creative Environment, Climate Action and Sustainability

Discussion and questions followed from members on areas such as equality and access, inclusion and queries on the “Everybody Matters” cultural strategy framework which Mr McMahon and Mr Brian Barrett addressed.

## **6. Galway / Gaillimh Tourism Brand**

Mr Ruairi Lehmann gave presentation to the members of the new Galway / Gaillimh Tourism Branding which is due to be launched in the coming months. He requested that details of branding be kept within the group until the official launch date is finalised. Mr Lehmann outlined to the meeting;

- Consultation Methodology
  - o Review
  - o Consultation
  - o Benchmarking
- Audience Key Findings
- Industry Key Finding
- Galway’s Top Visitor Regions

Mr Lehman outlined what the brand vision - mainly;

- o Consistency
- o Plan to lead with Irish Language as USP
- o Brand colours
- o Galway Always
- o Iconography

Mr Lehman advised this branding action is schedule of work of GCC Tourism Department working in collaboration with the Galway County Council closely.

The work was welcomed by members and many congratulated Mr Lehman and the excellent detail. Discussion and debate followed on various aspects of branding and what it will mean for Galway City and the numerous benefits.

## **7. Local Economic and Community Plan**

Members were advised that the LECP Steering Group will meet at the end of the month where the drafted elements and document structure will be brought to members. At the next

SPC meeting the agreed vision and high level goals and strategic objectives will be presented to the group and it was advised by the Chair that it will be the 1st item on the agenda.

## **8. Ukrainian Humanitarian Response & Community Update**

Mr John Waters gave an update to members on the Ukrainian Humanitarian Response. He outlined

initiatives currently supporting the integration of Ukrainian refugees to our communities under the stewardship of Galway City Council;

- o The Ukraine Community Response Forum
- o Projects ran with Galway Community Partnership]
- o Offer A Home Scheme
- o Offer of Commercial Accommodation Scheme
- o The Community Recognition Fund 2023
- o Ukrainian Refugee Health and Wellbeing Support Fund

The update was welcomed by members of the committee and a request for a list of projects was agreed to be sent by Mr Dermot Mahon to members for their information.

## **9. A.O.B.**

Clarification was sought on the timeline of the advertisement for the Irish Officer for Galway City Council – it was advised by Mr Brian Barrett that this wording was in line with the national guidelines.

Cllr John Connolly requested that an invite be extend to the Irish Planning Officer of Gaillimh Le Gaelige, which was agreed to be done as already set out in the SPC programme of work.

Mr Dominic Whelan requested for reports of agenda items to be sent to members 2 weeks prior to the meeting. Mr Baret advised that under standing orders 7 days is the requisite but if possible and available we will aim to send as soon as possible.

Mr Ruairi Lehman gave an update on the St Patricks Day's Parade Festival weekend activities due to take place.

Mr Gary McMahan advised that the president of ATU will present at the next meeting of the committee.

**The meeting concluded at 4.15pm.**