

**DÚN LAOGHAIRE RATHDOWN COUNTY COUNCIL**

**10 APRIL 2017**

**CHAIRPERSON'S REPORT**  
**ECONOMIC DEVELOPMENT AND ENTERPRISE STRATEGIC POLICY COMMITTEE**

**held in the The Annexe, County Hall, Marine Road, Dún Laoghaire, Co. Dublin**  
**on Thursday, 23 March 2017 at 5.00 pm**

**PRESENT**

**Councillors:**

Blain, Emma  
Daly, Kevin  
Dockery, Liam  
Feeney, Kate  
Halpin, Melisa  
Hanafin, Mary

**Councillors:**

Kennedy, John  
McCarthy, Lettie  
O'Brien, Peter  
O'Callaghan, Denis  
Ward, Barry

Councillor Barry Ward presided as Chairperson

**SECTORIAL REPRESENTATIVES PRESENT**

Dr. Josephine Browne, Aileen Eglinton, Miriam Hennessy, Sean O'Neill and Fardus Sultan

**OFFICIALS PRESENT**

Dearbhla Lawson (Director of Economic, Community and Cultural Development), Mary Ruane (Senior Executive Officer, Economic, Community and Cultural Development), Georgina Sweetnam (Acting Head of Enterprise, Economic, Community and Cultural Development) David Lawless (Administrative Officer, Economic, Community and Cultural Development) and Mariea Mullally (Enterprise Executive).

**COUNCILLORS PRESENT THAT ARE NOT MEMBERS OF THIS SPC**

**Councillors:**

Smyth, Ossian

**Confirmation of minutes**

Minutes of Economic Development and Enterprise Strategic Policy Committee Meeting of 7<sup>th</sup> December 2016 were proposed by Cllr. Peter O'Brien and seconded by Cllr. Denis O'Callaghan.

**Matters arising (if any)**

None.

**Information items submitted by Members for written reply (If any)**

None.

## **Business submitted by the Director of Services**

### **(a) Faillte Ireland Update on Tourism Marketing and Promotion**

Nicola Fitzgerald, Dublin Programmes Executive Fáilte Ireland, presented an update on Tourism Marketing and Promotion with particular regard to 'Dublin - A Breath of Fresh Air', and Dublin International Campaign 2016 after which a general discussion took place. Nicola Fitzgerald advised the Grow Dublin Taskforce is meeting in April.

### **(b) Presentation of the Draft Tourism Strategy & Marketing Plan for Dún Laoghaire-Rathdown 2017 - 2022**

Dearbhla Lawson updated the SPC on work that had been underway by the Tourism Working Group to progress the development of the Tourism Strategy. A Draft Tourism Strategy and Baseline Report had been circulated prior to the meeting and the consultants, Future Analytics and Associates Louise Browne and Deirdre Black presented the headlines of the Draft Tourism Strategy and Marketing Plan for Dún Laoghaire-Rathdown 2017-2022.

Following a wide ranging discussion during which Ms. Lawson and the Consultants responded to questions and comments, there was general agreement with the draft strategy and the Committee **noted** that some minor content updates would be undertaken to the Draft Strategy with regard to literature and also sporting activities. The Members of the SPC **recommended** the Strategy to Council for noting. It was **agreed** to circulate the presentation to all members.

### **(c) Report on Twinning**

As a follow on action from the Economic Development and Enterprise SPC Committee meeting of the 7<sup>th</sup> December 2016 a report on Twinning, was circulated to the members prior to the meeting. Ms. Lawson outlined the key points of the report and asked members to consider this and the three key recommendations therein. Members were appreciative of the comprehensive nature of the report which warranted their further consideration.

There was general agreement to continue consideration by setting up a sub-committee of the SPC in accordance with Standing Order 28 (r).

It was **agreed** that a sub-committee of this SPC be formed to consider the recommendations and recommend an approach, for consideration at the next Economic Development & Enterprise SPC meeting. It was **agreed** that the members of the sub-committee will be Cllr Kate Feeney, Cllr Lettie McCarthy, Cllr John Kennedy, Cllr Denis Callaghan, Dr. Josephine Browne, and Aileen Eglinton and Cllr Barry Ward will be the Chairperson for the sub-committee.

### **(d) Local Economic & Community Plan Annual Report 2016**

Dave Lawless gave a brief update on the Local Economic and Community Plan Annual Report 2016 (which had been previously circulated), and advised the report has been included as an appendix to draft Annual Report 2016 for next County Council Meeting.

## **Business referred from the Council (if any)**

None.

## **Business referred from the Corporate Policy Group (if any)**

None.

**Any other business**

None.

**Date of Next Meeting**

The next meeting of the Economic Development & Enterprise SPC is scheduled for 22<sup>nd</sup> June 2017 in the LexIcon, Dún Laoghaire if possible. The Chairperson expressed his wish to hold the SPC meetings in alternate areas of the Council.