Minutes of a meeting on Tuesday 2 nd June 2015 2:30pm - Anne French Room		
Present: Norma Paris (NP) : Chairman Chris Rowley (CR) : Deputy Steve Roberts (SR) Matt Birmingham (MB) Emma Odoli (EO) Alex Flewitt (AF) Chris Beeching (CB) from 3.25pm		
	Laura Gaudion (LG) – minutes	Actio
Apologies		
1. Minutes of last meeting	Approved.	
2. Matters arising	French Aviation: CR reported that he has had negotiations with a French pilot. 10 planes are planned to visit in September. NP stated that this should be an agenda item under Tourism going forward, with CR providing updates as and when need. Noted. Alderney Lottery: SR has spoken to Mr Wilsenach from AGCC, along with Robert McDowall regarding the setting up of a local lottery to support local on island charities. Mr Wilsenach is to liaise with a specialist from AGCC on this project, SR to provide interim report at next meeting. Noted. Apprentices: MB to provide the paperwork from AEL regarding the process. Noted. Alderney Brochures: It was noted that Tony Rix an Independent Leaflet Distributor, places Alderney Brochures in all hotels in Guernsey, and these are checked every 10 days for stock. Noted.	CR SR MB
3. Business Development	 3.1 Move to Alderney: AF reported that the launch date for the promotion of the Fly In is 22nd June, with a mail shot reaching 500 General Aviation registered UK aircraft owners. This brochure is to include a 'Golden Ticket' with voucher codes for various activities and promotional offers. NP stated that this will be a good test market for future advertising/marketing. 3.2 Young Entrepreneur Update: It was noted that NP is to talk to mentors regarding the project. 3.3 Ferry Proposals: It is placed on the agenda for the June ALG meeting. Nothing further to report. 3.4 AvGAs/Jet A1: The Committee discussed that it is 	NP

	the airport's responsibility to provide Jet A1. NP to	NP
	acquire the medevac figures. Noted.	NP
	3.5 Master's Degree – Request for funding – report	
	from CR tabled and noted. The Committee discussed	
	the possible duplication of work coinciding with	
	Steven Fletcher's work from Plymouth University. It	
	was also suggested that this request is not in the BDTM's remit. However, it was then clarified that it	
	would come under Intelligence Gathering within	
	BDTM. CR to confirm Dr Broadhurst's deadline for her	
	application, and to liaise with Steven Fletcher for	
	clarification on the work planned; and would he	
	consider using Dr Broadhurst on his team. Noted.	CR
4. Tourism	4.1 General Aviation Campaign: See minute under	
	Business Development. Noted.	
	4.2 Dark Sky Status: AF reported that the letter has	
	been distributed, and have so far received 6 replies	
	out of the 20 needed. MB reported that he has	
	written a Light Pollution Policy which is to be passed through BDCC. Noted.	МВ
	through BDCC. Noted.	
	4.3 TRP Proposal Update: MB stated that this was a	
	one off proposal that could still be taken to the	
	Budget for this year, as there is still time. Long term plans would be for an amendment to the Guernsey	
	Budget. NP to pass report to ALG for further	NP
	discussion. Noted.	
	4.4 Accommodation Sector Capacity: Report from NP	
	dated 22 nd May 2015 tabled and noted. NP reported	
	that the Landmark Trust has expressed an interest in	
	acquiring the Odeon for renovation and use as self- catering accommodation under the Landmark Trust	
	banner. MB to enquire at the Court Office regarding	
	the owners of the Odeon. Contact between the	
	Landmark Trust and owners to be pursued further.	
	Noted.	MB
	NP advised that she had received an email from	
	Simerock Guest House expressing concerns with tourists being accommodated in private houses	
	during tourism events. This had recently happened	
	with the Alderney Performing Arts Festival where	
	Simerock received zero requests for price and	
	availability. NP suggested that this is placed on the	
	agenda for next month for further discussion to these issues. Noted.	ND
	issues. Noteu.	NP
	3.25pm CB joined the meeting.	

	placed on the accommodation page on the Visit Alderney Website and questions for the Visit	
	are significantly lower for the Golfing weekend than last year. AF to contact James Walker to advice on the grant application system. Noted. 5.2 QIT On-going Market Research: AF reported that there is an online survey through Living Islands, which AF and EO could add to. The Questionnaire is to be	AF
	Rock the Rock Trust; request the waiver of the Island Hall fees. Action: grant request for the waiver of Island Hall fees approved. Golf Weekend: MB reported that the golfing numbers	AF
5. Marketing	5.1 Grant Applications: Riduna Buses; a monetary grant of £647.40 has been requested towards the fuel costs. Action: grant request for £647.40 approved.	AF
	input about Living Island's role from January 2016. The Committee discussed the possibility of using the Living Islands brand as facilitation for tours/tour guide, and possibly running as a self-financing enterprise. It was suggested that further literature is available for the areas of interest from the feedback from visitors in the VIC, such as a Historic Guide, Bird Guide and Wild Flower Guide. Visitors have expressed an interest in Guided Tours for these highly sort after unique areas to the Island. It was also suggested to use further expertise on Island, other that the Alderney Society and AWT, i.e. tours around forts. The Committee agreed that the 'niche' of Living Islands needed to be specified. The possibility of capitalising on course providers for education was also discussed. 4.6 Lager Sylt: SR reported that a Sponsor has been sourced for the review, which is to be confirmed as finances are in negotiation. Research is in hand. Noted.	

6. Any Other Business	5.4 General Aviation Market Research — Questionnaire tabled and noted. Questionnaire to be placed at the Airport. The Committee discussed that an addition of 'Holiday Home and Friends/Family' to be added to question 2, and 'Social Media' to be added to question 7. An incentive was proposed of a 'free fuel up' prize draw. Email addresses and the prize to be included on the form. Noted. EO reported that she had seen Business Cards placed in a fish bowl at an airport, for marketing encouragement. This was suggested to be a possible idea for the Alderney Airport. Noted. Tony Rix (Independent Leaflet Distributor) has requested any General Aviation literature that we can provide. AF to email the expired literature to NP to update. Noted. NP advised that AF is leaving on the 26 th June. NP expressed the Committee's thanks and appreciation for her work over the last two years. Noted.	EO AF/NP
7. For Information	VIC Visitor numbers	
Date of next meeting:	Monday 29 th June (July Meeting) 2015 Anne French Room 2:30pm	
Meeting closed:	4.15pm	