

LOUTH COUNTY COUNCIL

Minutes of the Economic Development & Enterprise Support Strategic Policy Committee meeting held via Zoom on Thursday 26th November 2020 at 3.30pm.

Present: Cllr Pio Smith (Chair)
Cllr Declan Power
Cllr Dolores Minogue
Cllr Sean Kelly
Cllr Tomas Sharkey
Ms Sarah Daly, Social Inclusion Rep
Mr P Malone, Business/Commercial Rep
Mr Alan Mc Ardle, Community Rep
Mr Lorcan Cooke

Officials: Mr Frank Pentony, Director of Service
Mr Thomas Mc Evoy, Head of Enterprise
Ms Colette Moss Senior, Executive Officer
Ms Therese Mc Ardle, Administrative Officer
Ms M O Callaghan, Staff Officer

Apologies: Cllr Andrea Mc Kevitt.

1. Approve minutes of meeting 22nd October 2020 minutes

The minutes were approved:.

Proposed by Cllr S Kelly and seconded by P Malone.

2. Matters arising – None

3. Covid 19 – Business/Grants Supports.

TmcE gave an update on:

- Brexit
- Covid 19 business supports and grants
- Shop Local /Retail initiatives.

TmcE commented on how well the Brexit Workshops/webinars run jointly by LEO office and Dundalk Chamber are being attended. He explained the Brexit supports

available to local businesses. TmcE said businesses must realise the impact Brexit will have on their businesses and the customs obligations Brexit may pose.

TmcE updated the members on the uptake of the COVID supports available through the LEO office.

TmcE explained the importance of the Shop Local Initiative this year, the campaign is advertised in local media, radio, newspapers, Billboards, a digital campaign and Facebook page.

P Malone added that the collaboration between LEO and the Chambers here in Louth is working very well.

Questions were taken from the committee members including one on Christmas lighting. C Moss gave details of the type of supports given by the council on Christmas lighting.

Cllr P Smith congratulated TmcE and the LEO on the success of the Brexit seminars.

4. Tourism

It was noted that Michelle Whelan, Boyne Valley Tourism Officer was unable to attend today's meeting, however she had sent a report and this was circulated prior to the meeting.

C Moss gave a presentation on Tourism in Co Louth. C Moss explained that although the Boyne Valley originally covered all of Meath and South Louth that plans are being developed to have all of Co Louth included under this brand.

C Moss informed the members of Tourism funding obtained and in the pipeline for Louth including the TII funding of the Parklets, Town and Village funding from Dept of Rural and Community Development, Failte Ireland Funding and Bord Iascaidh Mhara funding of the Seafood Trail.

C Moss acknowledged that while some of the plans for 2020 did not happen due to the pandemic she was hopeful that 2021 would see an improvement for tourism in the whole county. C Moss mentioned that a new community space at Peter's Hill in Drogheda was included in PEACE IV funding and this would be going to Part 8 consultation before the year end. C Moss also mentioned that PEACE PLUS, the next Peace funding scheme, potentially includes Tourism as one of its themes and workshops are being undertaken at the moment to develop ideas/projects for the funding.

Questions were taken from the committee members on the issues raised.

Mark Mohan from Failte Ireland joined the meeting and gave a comprehensive presentation on the Ancient Destination Experience plan being developed currently for Meath and Louth. Mark mentioned that visitors who are currently passing through Louth will have more options to stay and visit when the plans are

complete. Mark spoke of the importance of the private sector buying into the plans and that the bigger projects will include greenways and navigations, indeed new activities will be developed within agri-tourism and key heritage assets. The importance of developing clusters was mentioned. The identification of an attraction of scale was also of paramount importance in the plan.

Questions were taken from the committee members and it was agreed that Mark Mohan be invited to the next meeting to discuss the detail of the plan further.

The chairperson thanked Mark for his presentation.

Action: It was agreed that this committee would put forward a recommendation for Louth to have its own Tourism Officer.

5. Next meeting.

The date of next meeting of this SPC is scheduled for 2021. Date will be circulated in the New Year.

6. Any other business

All presentations will be circulated to the committee.

That concluded the business of the meeting.

Confirmed at Meeting held on: 30th March 2021

Signed:


Chairperson

