



## Minutes: October 1<sup>st</sup> 2008

### Dublin Docklands Business Forum Steering Group Meeting

**Venue: Maldron Hotel, Cardiff Lane**

**Time: 8am**

**Attendance:** Connor O'Cleary, Sinead Brennan (host), Eddie Geraghty, Carmel Woods, Betty Ashe, Conail Flynn, Mary Louise Colbert, Patrice Lennon, Sharon O'Connor, Rachel Farrell.

**Chair:** Cormac Russell.

**Apologies:** Gerry Kelly, Ciaran Kelleher, Keith Maguire.

#### **Minutes of meeting:**

1. Minutes of last meeting approved.
2. **Matters arising:** update on actions from each sub-group.
3. Key updates:
  - 3.1 **Environment:** Work progressing as per minutes of September 3<sup>rd</sup> Forum meeting;
  - 3.2 **Economic Exchange:** Work progressing as per minutes of September 3<sup>rd</sup> Forum meeting; additionally the sub group will aim to clear the existing database before the November steering group meeting; **Chair (JD) to lead**
  - 3.3 **Community Engagement:** Work progressing as per minutes of September 3<sup>rd</sup> Forum meeting.
  - 3.4 **Forum Structure:** It was agreed that the next phase of research for the sub group involves looking at what business model the legal entity will sit into: a) model similar to Canary Wharf Business Association, b) Docklands Association linked with Dublin Chamber of Commerce similar to Dun Laoghaire Business Association, c) An independent Business Association. It was agreed that a the Forum would not benefit from assuming a Chamber of Commerce like structure a decision was therefore taken to cease exploring that option and to narrow attention to the aforementioned structures. **Ciaran and Eddie to lead on this. Betty to seek out information on Canary Wharf and Cormac to provide a contact for Dun Laoghaire Business Association.**
4. **Short to medium term plans for the Business Forum:** The Steering Group adopted two generic templates to ensure consistency when developing a work plan for the next 12 months; one template will assist each sub group in setting out useful and relevant actions under each of its



- sub group themes. The second will facilitate in bringing all the actions together. First draft of the Work Plan to be ratified by the Steering Group at November meeting and presented to the December 08 Forum meeting.
- Subgroup chairs and Cormac to lead on this.**
5. **Promoting the Docklands Business Forum:** the members took some time to brain storm the key messages that the Business Forum wish to communicate (see annex 1) it was then agreed that a PR expert be asked to review the outputs of the brainstorming exercise and bring forward a tag line that captures the essence of the Forum. Accenture have agreed to take this off line and revert for the next meeting. **Carmel Woods to lead.**
  8. **The Group thanked Connor and Patrice (Maldron Hotel) for hosting the Steering Group meeting.**
  9. **Connor extended an offer to host the Forum's Christmas Party, an offer which was gratefully accepted by all.**
  10. As there was no other business meeting closed at 10.00am

**Next meeting** of Steering Group: **November 5<sup>th</sup> 2008, 8am.** The venue is meeting room "Inis Mór" in the Accenture building in Grand Canal **Square** and not the one beside the DART station on Grand Canal Plaza.



## **ANNEX 1: Output of Brain-storm for tag line/branding of the Docklands Business Forum:**

### **We are about:**

1. Create a thriving community by building relationship/connection and working together across all communities of the Dublin Docklands;
2. Identifying needs and working in partnership to respond to them by sharing our skills and resources with a view to building a more sustainable Docklands;
3. Boosting local economy;
4. Formalise the Network to facilitate ideas exchange;
5. Being relevant to big/medium and small businesses;
6. Helping businesses grow;
7. Enjoying Docklands after dark;
8. Sustainability for entire Dublin Docklands and all its communities: indigenous and business communities;
9. Creation, sustainability and innovation;
10. Giving something back;
11. Corporate Social Responsibility;
12. Involving everyone;
13. Economic Exchange;
14. Environmental sustainability;
15. Community engagement.