



**Digital Isle of Man Executive Agency**  
**Digital Board Meeting Minutes**  
 Thursday, 2 of May 2024, 12:00 to 13:00  
 DfE StG Meeting Room 1

BOARD		IN ATTENDANCE	
DEB BYRON (CHAIRING)	DB	ALEX TRUMAN (MINUTES)	AT
LYLE WRAXALL	LW		
ANN CORLETT (Via Ms Teams)	AC		
BERND PETAK	BP		
GARY LAMB	GL		
JASON BISSELL	JB		
JAIME AMOEDO (Via Ms Teams)	JA		
JOANNE THURLOW (Via Ms Teams)	JT		
LEE HILLS	LH		
MIKE BROMWICH (Via Ms Teams)	MB		
GREG ELLISON	GE		
STEVE DOUGLAS	SD		
RUSSELL KELLY	RK		
ABBY KIMBER (NON-VOTING)	AK		
APOLOGIES		GUESTS	
DR PHIL ADCOCK (CHAIR)	PA	LIAM SLACK	LS
MARK LEWIN (NON-VOTING)	ML	KURT ROOSEN (Via Ms Teams)	KR
		ANDREW STEWART	AS

ITEM NO	AGENDA ITEM	ACTION
037/24	<b>WELCOME</b> <ul style="list-style-type: none"> <li>The meeting commenced at 12:00. DB welcomed the Board and guests.</li> </ul>	
038/24	<b>Standing item:</b> <b>APOLOGIES</b> <ul style="list-style-type: none"> <li>Phil Adcock</li> <li>Mark Lewin</li> </ul>	
039/24	<b>Standing item:</b> <b>NEW DECLARATIONS OF INTEREST/CONFLICTS OF INTEREST AND RECEIPT OF GIFTS AND HOSPITALITY</b> <ul style="list-style-type: none"> <li>None</li> </ul>	
040/24	<b>Standing item:</b> <b>MINUTES</b> <ul style="list-style-type: none"> <li>DB moved on to approval of the previous Digital Strategy Session Minutes, dated 18 April 2024.</li> </ul>	<b>APPROVED</b>
041/24	<b>PAPERS FOR NOTING:</b> <ul style="list-style-type: none"> <li>DB announced 5 papers for noting:               <ol style="list-style-type: none"> <li>Chief Executive Summary</li> </ol> </li> </ul>	



	<ol style="list-style-type: none"> <li>2. DIOM Scorecard</li> <li>3. Opportunity Dashboard</li> <li>4. Marketing Dashboard</li> <li>5. Project Reports</li> </ol> <ul style="list-style-type: none"> <li>• LW informed the Board that the SP team is planning to conduct a workshop on May 3rd. The purpose of the workshop is to review the opportunity pipeline and job numbers that have been impacted. The session aims to enhance outreach and improve job numbers effectively.</li> <li>• LW provided the Board with a brief update on King Gaming.</li> </ul>	<p><b>ALL NOTED</b></p>
<p><b>042/24</b></p>	<p><b><u>DISCUSSION/DECISIONS</u></b></p> <ul style="list-style-type: none"> <li>• DB opened the discussion on the first agenda item: Esports &amp; Video Games 6-month review.</li> <li>• LS joined the meeting at 12:15 PM and provided a detailed update covering the last six months. This included detailed key figures, results, and notable industry highlights of 2024.</li> <li>• LS outlined imminent opportunities and detailed projections for job landings expected before November 2024. He also discussed existing challenges such as immigration issues, opportunity lead times, sector momentum, and product availability.</li> <li>• LS briefed the Board on planned actions including participation at four major conferences, a cooperative approach with partners from the IOM Video Games and Esports Consortium, and case studies with Ensemble Media scheduled for Q2 and Q3 to increase market awareness. Continued events in June, September, and December were highlighted as essential for supporting the core business community.</li> <li>• LS noted that an examination of policy possibilities would be undertaken to assess additional Unique Selling Proposition opportunities for the program.</li> <li>• GE emphasized the importance of addressing complex issues on the island, including those involving Stripe and Google Play.</li> <li>• LW confirmed ongoing efforts by DIOM and the Government to facilitate solutions to these issues.</li> <li>• LS left the meeting at 12:35 PM.</li> <li>• DB requested the Board's vote on the continuation of the program. The Board voted in favour, with another update scheduled for the end of the year.</li> <li>• DB moved to the next agenda item: Tekex Decision Paper.</li> <li>• KR joined the meeting at 12:35 PM and presented the decision paper seeking approval for £10,000 of funding to sponsor an Isle of Man branch of Tekex for 12 months, aiming to provide local businesses with access to startup and tech space investors, extending their existing investor ecosystems in Jersey and Guernsey.</li> <li>• KR provided a summarized background of Tekex, detailed the proposal, and discussed its Key Performance Indicators.</li> <li>• After discussion, DB called for a vote. The Board approved the funding.</li> </ul>	<p style="text-align: center; vertical-align: middle;"><b>APPROVED</b></p> <p style="text-align: center; vertical-align: bottom;"><b>APPROVED</b></p>



	<ul style="list-style-type: none"> <li>• KR exited the meeting at 12:45 PM.</li> <li>• DB proceeded to discuss the Portfolio/eClub Decision Paper.</li> <li>• AK explained that the paper sought approval for funding the cost of advertorial promoting eClub events in Portfolio magazine, with an estimated cost of £325 per issue, totaling £1,905 per annum—significantly reduced from the rate card cost of £6,300.</li> <li>• AK provided a background on eClub, noting its establishment in 2010 and transition to management by Digital Isle of Man in 2023. She detailed how eClub events are fully managed by the Digital team, including sponsor sourcing, venue coordination, and event promotions.</li> <li>• GE exited the meeting at 12:50 PM.</li> <li>• Following discussion, the Board decided to decline the proposal.</li> <li>• DB introduced the final topic: Air Services Update.</li> <li>• AS reiterated ongoing concerns about connectivity in the Isle of Man, particularly post-COVID, and highlighted the Department for Enterprise’s efforts in identifying core routes. He noted that the Government would intervene as necessary to sustain services to London and the North West.</li> <li>• DfE has been tasked with full responsibility for the Strategic Air Services Policy.</li> <li>• AS encouraged the Board and Agencies to reach out and share their ideas/suggestions.</li> </ul>	<p><b>DECLINED</b></p>
<p><b>043/24</b></p>	<p>AOB</p> <p>Future board dates:</p> <ul style="list-style-type: none"> <li>• 24-05-16 - Strategy Session</li> <li>• 24-06-20 – Strategy Session</li> <li>• 24-07-04 – Board Meeting</li> <li>• 24-07-18 – Strategy Session</li> <li>• 24-08-01 – Board Meeting</li> <li>• 24-08-15 – Strategy Session</li> <li>• 24-09-05 – Board Meeting</li> <li>• 24-09-19 – Strategy Session</li> <li>• 24-10-03 – Board Meeting</li> <li>• 24-10-17 – Strategy Session</li> <li>• 24-11-07 – Board Meeting</li> <li>• 24-11-21 – Strategy Session</li> <li>• 24-12-05 – Board Meeting</li> </ul> <p>Meeting closed at 13:00</p>	