

Minutes of the forty second meeting of the Advisory Board of the Food Safety Promotion Board held on Friday, 11 November 2005, at 11.00 am at **safe food's** Boardroom, Block B, Abbey Court, Abbey Street, Dublin 1.

PRESENT:

Cllr Bertie Kerr (Chairman)
Mr Odran Flynn
Mr Leslie Craig
Prof Patrick Fottrell
Ms Catherine Murphy
Mr Damien O'Dwyer
Prof Don Anderson
Ms Carmel Foley
Prof Sean Strain
Ms Mary Bunting, Joint Secretary
Mr Joe Hayes, Joint Secretary
Ms Barbara Jones, Deputy Joint Secretary

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive
Mr Peter Dewhurst, Finance Manager
Mr Ray Dolan, Director, Planning & Resources
Ms Fiona Gilligan, Consumer Services Manager
Ms Suzanne Doran, Director of Marketing and C

APOLOGIES:

Prof Charles Daly (Vice-Chairman)
Ms Anne Speed
Mr Pat McColgan

1 INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed everybody and noted all apologies.

Noted: The Chairman welcomed Ms Mary Bunting, Joint Secretary, Mr Joe Hayes, Joint Secretary and Ms Barbara Jones, Deputy Joint Secretary.

2 MINUTES OF MEETING HELD ON 14TH OCTOBER 2005

Agreed: The minutes were adopted without amendment.

3 MATTERS ARISING FROM THE MINUTES

Agreed: There were no matters arising from the minutes.

4 CHIEF EXECUTIVE'S REPORT

Human Resources

Noted: Ms Suzanne Doran our new Marketing and Communications Director took up her post on November 10th last. Mr Higgins thanked Mr Ray Dolan and Ms Fiona Gilligan for their work done whilst the post was vacant.

Noted: It was noted that Jane Lennox left safe food in October and the position of PA to Senior Management has been advertised. A poor response has been received due to the competitive market which is in place. Interview for this position are due to take place in Dublin on the 22nd of November. The salary scale for this position 19k – 42K

Organisational and Structural Review

Noted: The Chief Executive has circulated a revised line reporting structure to all staff in line with Ernst & Young recommendation. The correct structure will be circulated to all staff next week

Noted: It was noted that this should be assessed after 3 years.

Annual Report

Noted: The 2003 Annual report was approved by the Cabinet in the South and will now be formally issued. The 2004 Annual Report is under final proof – reading following Financial Statement sign-off by the auditors.

Laboratory Information Management System (LIMS)

Noted: Contract negotiations are underway iwht the successful contrator for the software implementation aspect of the above project. The total project in the South is budgeted at 1.6m overall and will be complete by end December 2006.

Audit

Noted: The Internal Auditor has produced a report on the Marketing and Communications Directorate and his report will be discussed at the next audit committee meeting on the 16 December.

Meetings with other Food Safety Agencies

Noted: ??

New Insights Seminar

Noted: ??

Scientific Advisory Committee

Noted: ??

Salt Seminer

Noted: ??

Media

Noted: The new campaign reported on the last board meeting will commence on November 12th. The press campaign will run for two weeks until the 27th and the billboard campaign will commence on the 19th and finish on December 3rd.

Noted: A new food hygiene message is in development for a Christmas radio campaign which will run form the 5th to the 17th.

Direct Marketing

Noted: ??

5 PRESENTATION: SAFEFOOD OVERVIEW

Noted: **safefood** Chief Executive made a presentation

6 PRESENTATION: NSMC ORAL UPDATE

Noted: ???

6 DATE OF NEXT MEETING

The next board meeting will be held on Friday, 16th November 2005 in Dublin.

7 ANY OTHER BUSINESS

Noted: There being no further business the meeting closed.

Signed: _____

Dated: _____