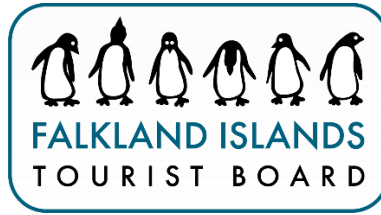


# FALKLAND ISLANDS TOURIST BOARD



## Open Minutes

Held at 10:00am on 20<sup>th</sup> of June 2024  
Liberation Room, Secretariat

These minutes are draft until confirmed at the next meeting of the Falkland Islands Tourist Board

Present:	Richard Stevens	RS	Chair
	Stephanie Middleton	SM	Executive Director, FITB
	Peter Nightingale	PN	Vice Chair, FITB
	Karen Lee	KL	Financial Controller, FITB
	The Honourable Mark Pollard	MP	MLA
	Carly East	CE	Director
	Brian Summer	BS	Director
	Petra Mansilla	PM	Director
	Jo Turner	JT	Director
	Amanda Curry Brown	DPECS	Director of Policy, Economy & Corporate Services

In Attendance:

Minutes: Karen Lee

Public and Press FIRS, Penguin News, FITV

---

Item	Part 1	Action
	<b><u>Apologies for absence</u></b>	
1.	MLA Gavin Short, who was replaced by MLA Mark Pollard due to being away.	
2.	<b><u>Declarations of interest</u></b>	
	None	
	<b>Confirmation of minutes dated 21<sup>st</sup> March 2024</b>	
3.	The minutes were confirmed as a true and accurate record.	

Item		Action
4.	<b>Matters arising from minutes dated 27<sup>th</sup> of September 2023</b> - No matters arising.	
5.	<b><u>Executive Director Update</u></b>	
5.1	SM briefly ran through her update as presented.	
5.2	She noted that there would be final figures for the season that had just ended but our analyst was working with FIG's IT department as there was a new database for the immigration department. This meant that there was a slight delay on the production of the final figures, but hoped in the future it would be much quicker.	
5.3	The licence to operate which enables tour excursions to start and finish in the Jetty Centre car park will be finalised within the next few	
5.4	weeks. There has been a series of tweaks to the existing document for a variety of reasons, but principally to ensure the passengers had the best experience possible, whilst in the islands.	
5.5	The tourism awards will be going ahead next year and some lessons have been learnt from the one in April. The venue has already been booked.	
5.6	SM informed the board that she had attended various trade shows. At Seatrade she had useful meetings with other destinations that had similar issues to those here such as Iceland, Norway or Orkney. Due to illness SM had also attended WTM Latin America and noted that it was possible that there would need to be more assistance in future with linguists, if we were getting closer to having the second flight reinstated, then we could target more travel agents in South America.	
5.7	FITB is now on the Associate Committee for IAATO. MP noted that he had not seen recent lobbying from IAATO to FIG. SM noted that all of the points that had previously been in discussion were still in existence and still being discussed with various people within FIG. ACB confirmed that she had regular meetings and updates.	
6.	<b><u>Management Accounts</u></b>	
	KL gave an overview of the successful season and the position of FITB at 31 <sup>st</sup> May 2024.	
	RS asked if there were any specifics that needed highlighting, and KL noted that the margins for the shop had decreased overall but this was due to the changes in purchases, but after some analysis the retail arm of the business fully funded all of the information centre.	
	All virements were approved.	

7. **Marketing & Social Media update**

SM informed the board that Sasha was on a training course and therefore unable to attend.

The board noted that all of the statistics were moving in the right direction with more hits, and click throughs. PN confirmed that in his opinion the statistics were very normal showing trends due to seasons.

***Exclusion of the Press and Public** the Committee resolved to exclude the press and public be now excluded on the ground that the next items of business to be considered are likely to disclose exempt information under Paragraph 17 relating to information about preparation or consideration to budgetary information, of Schedule 3 of the Committees (Public Access) Ordinance 2012.*

**Exempt Minutes**

8. **Confirmation of the Exempt Minutes of the meeting held on the 21<sup>st</sup> March 2024**

The minutes were confirmed as a true and accurate record.

9. **Matters arising from the exempt minutes of the meeting held on the 21<sup>st</sup> March 2024**

No matters Arising

10. **Tourism Strategy**

There were a few more suggestions made about the strategy and then it was agreed it would be sent to Exco for approval before being made public.

11. **Clash Days**

The proposal of how to deal with clash days was duly considered and it was agreed that the new policy would be taken to Exco for validation. It was also agreed that the reason for the policy and work would be made clear.

12. **Financial Statements and Audit completion report**

The accounts had been previously approved by email and these were ratified at the meeting.

13. **Wage Increase**

The wages increase was agreed at 3.2%.

Minutes confirmed this                      day of                      2024

Chairperson

Secretary