

FALKLAND ISLANDS TOURIST BOARD



Open Minutes

Held at 1:30pm on 21st of March 2023
Chamber of Commerce

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

Present:	Alex Olmedo	AO	Chair
	Richard Stevens	RS	Vice Chair
	Karen Lee	KL	Financial Controller, FITB
	Stephanie Middleton	SM	Executive Director, FITB
	Amanda Curry Brown	DPED	Director of Policy and Economic Development
	The Honourable Gavin Short	GS	MLA
	Petra Gilding	PG	Director
	Brian Summer	BS	Director
	Jo Turner	JT	Director
	Carli Sudder	CS	Director

In Attendance:

Minutes: Sasha Williams SW

Public and Press: Megan Harris – FIRS
FITV
Jo Cox – Maritime
Mark – Penguin News

Item	Part 1	Action
	<u>Apologies for absence</u>	
1.	Brian Summers – late due to personal issues AO informed the Board that Jo Turner and Brian Summers have now joined the Board as Directors.	
2.	<u>Declarations of interest</u> -	
3.	<u>Confirmation of exempt minutes dated 27th of September 2022.</u> The minutes were confirmed as a true and accurate record.	

Matters arising from exempt minutes dated 27th of September 2023.

4.

4.4 – penguin publishing

SM confirmed that the issue was now resolved and that FITB will now be able to use the logo.

8.2 – grants

SM conferred with KL that this has been investigated and a full paper will be produced for the next board meeting.

Action

Item

Action

5.

Executive Director Update

SM told the board that there was a total of 24 cancellations this season, 7 Cruise vessels that redeployed and 15 were due to weather with only 1 day with the harbour closure.

Jo Cox – Harbour Master was asked if she could elaborate on these and did in fact agree with SM on her numbers and reasonings. JC also informed the board that the reason for cancellations in the 2023 season was due to captains/masters have stricter rules.

SM informed the Board this was also the worst season for cancellations recorded since 19/20 however CS noted that although it may be the worst season for cancellations, passenger numbers were still on the up.

SM discussed that numbers for international land-based tourists were down by 30% however, it looks promising for the 2023/24 season.

SM informed the board that Kevin Millington visited the Islands to do the Tourism Accommodation Accreditation Scheme grading.

SM also informed the board that 26 accommodations have signed up for the Green Seal Scheme and that FITB would be looking into making the Green Seal internationally recognised by the Global Sustainable Tourism Council (GSTC).

BS joined the meeting at 1:54pm.

AO opened a discussion with the Board over the grading system and if establishments in the Islands can grow to their full capacity. SM informed AO that although KM does the grading, she also attended the trip to talk to business so they can voice their concerns if they have any, as well as informing the Board that most business have reached maximum growth in their business or it is to the standard they wish it to be at.

CS asked SM if there was a complaints procedure in place. The Board then discussed how different people's experiences can be the reason for complaints. SM informed the board that they could investigate putting something similar to the licence to operate in place however,

this does not work unless everyone signs up. A further discussion about a complaints form concluded with no final decision.

SM informed the board that a paper on the pontoons will be going to EXCO next month.

SM thanked Carol Phillips for her hard work with the Cruise season and her work with the drivers and car parks increase in numbers.

SM told the board that FITB will be tweaking the Licence to Operate before the 2023/24 season. A discussion then followed about pricing for tours starting at the Jetty Centre and concluded that whilst this was not FITB's responsibility it would be possible for next season.

SM briefly talked about the intake of Local produce in the JVC and talked about how FITB will be providing targets for local producers to reach to allow for less items running out during the season. FITB will also be buying most local products outright. JT informed the Board as a local producer this would be very helpful and allows for local producers to see sales and reach new targets.

SM discussed the recent meetings for the Accounts assistant and that the advert for the Marketing officer will be going into the latest edition of the Penguin News.

6. **Vision 2030**

SM discussed the results of Vision 2030 with the Board. It was going to be tied into the Islands plan. Over 100 industry representatives responded to the questionnaire and a discussion about key points in the vision ensued.

Whilst the directors discussed the various elements, the general discussion led to the semantics of the document and if it was perceived as a wish list of items that the industry would like, but in reality, it wasn't achievable.

ACB noted it was a useful first step and given that it was based on the industry it would be the foundation for review of the TDS as well as the EDS and RDS.

SM noted that it was the duty of the FITB to be aspirational and again directors agreed that it was, along with repeats of some infrastructure items that had been required for a very long time.

7. **Management Accounts**

KL informed the board that all imported and local stock is all selling and that FITB will be looking to import stock locally over international stocks.

KL noted that section 2.1 needs to be changed from 'Tour guide course fees have been recognised for both courses, but only the daytime one

has been completed' to the following 'Tour guide course fees have been recognised for both courses, both courses have now been completed.'

KL notified that there has been an underspend in the grants which is common at this time of the year and that there is usually an increase in demand once the season is over. Also noting that the bounce back scheme had been successful in ensuring that there were sufficient numbers for the season.

KL informed the Board that Audit was completed but has not been sent to FITB.

8. **Marketing & Social Media update**

SW went through her papers and discussed various areas within domestic & international marketing. Noting the recent update of the website which launched in January. SW also informed the Board of the previous Trade shows she and SM have or will be attending.

Part 2

Exclusion of the Press and Public the Committee resolved to exclude the press and public on the grounds that the next items of business to be considered were exempt within the terms of Paragraphs 17 relating to information about preparation or consideration of budgetary information, of Schedule 3 of the Committees (Public Access) Ordinance 2012."

Members of the press & public left the meeting

Confirmation of the Exempt Minutes of the meeting held on the 27th of September 2022

The minutes were confirmed as a true and accurate record.

Matters arising from the Exempt Minutes of the meeting held on the 27th of September 2022

SM informed the Board that she had been in talks with FIC over matters with their tourism office located at MPC and are still ongoing.

Confirmation of the Exempt Minutes of the meeting held on the 14th of December 2022

The minutes were confirmed as a true and accurate record.

Matters arising from the Exempt Minutes of the meeting held on the 14th of December 2022

KL confirmed that SM and KL attended the Subvention meeting with standing finance and are awaiting the outcome.

Minutes confirmed this day of 2023

Chairperson

Secretary