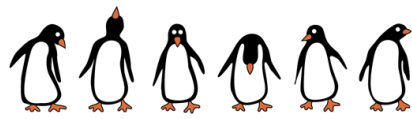


# FALKLAND ISLANDS TOURIST BOARD



Falkland Islands

TOURIST BOARD

## FOR PUBLIC DISTRIBUTION

Held at 9am on 12<sup>th</sup> April 2021  
Jetty Visitor Centre

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

Present:	Sally Ellis	SE	Chair
	Alex Olmedo	AO	Vice Chair
	The Honourable Mark Pollard	MP	MLA
	Andrew Gaule	DPED	Director of Policy and Economic Development
	Stephanie Middleton	SM	Executive Director, FITB
	Karen Lee	KL	Financial Controller, FITB
	Carli Sudder	CS	Director
	Andrea Barlow	AB	Director
	Tim Miller	TM	Director

In Attendance: Carl Stroud (Chair of FITA)

Minutes: Rachael Crowie RC

Public and Press 2 Members of the press and 1 Member of the public

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Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Apologies were given for Morgan Goss.	
2	<u>Declaration of interest</u>	
2.1	There were no declarations of interest.	
3	<u>Confirmation of the minutes of the meeting held on the 10<sup>th</sup> December 2020</u>	
3.1	The minutes were confirmed as a true and accurate record.	

- 4 Matters arising from the minutes of the meeting held on 10<sup>th</sup> December Action**
- 4.1 New large sign as an attraction – (4.1 in previous minutes)**
- SM informed the Board that the current Penguin News has the advertisement for the tenders for the design and supply of a new 'Falkland Islands' sign, as requested. Tenders close on Friday 23<sup>rd</sup> April 2021.
- 4.2 Seasonal work permits – (4.2 in previous minutes)**
- SE informed the Board that there is an immigration update on Wednesday 14<sup>th</sup> April at the Chamber of Commerce.
- 4.3 Licence to Operate – (4.4 in previous minutes)**
- SM informed the Board that this is still ongoing.
- 4.4 Public Jetty pontoons– (4.5 in previous minutes)**
- DPED informed the Board that this is still a work in progress and has reached out to the maritime authority. SE expressed her disappointment in FIG not taking the opportunity in having this area ready for reopening. **DPED**
- 4.5 Tour Guide Handbook - (4.7 in previous minutes)**
- These are due to arrive in the islands in May 2021.
- 4.6 Overseas TV Marketing - (4.8 in previous minutes)**
- SM informed the Board that work will continue once we know when borders will reopen. **SM**
- 4.7 Penguin Trademark - (4.11 in previous minutes)**
- SM informed the Board that we are waiting for them to respond to us but confirmed that we are at the final stages of negotiations. **SM**
- 4.8 Hygiene Certification – (5.1 in previous minutes)**
- SM informed the Board that the feedback she has received was to incorporate this area within the Accommodation Accreditation Scheme.
- 4.9 TRIP Scheme – (5.2 in previous minutes)**
- SE informed the Board that approximately 2,900 have registered to date with people still registering.
- 4.10 FITB Facebook Pages – (6.4 in previous minutes)**
- RC informed the Board that our additional Facebook page; Falklands Tourism is used for local events, TRIP Scheme information, trade information and adverts, with approximately two posts a week plus other shared posts.

- 5. Executive Director Update** **Action**
- 5.1 SM welcomed to the Board our new Directors; Andrea Barlow and Tim Miller and also thanked Samantha Marsh and John Clifford for their time on the Board.
- 5.2 SE informed the Board that the Chamber of Commerce held a meeting with BFSAI personal where they discussed the slow uptake of the BFSAI TRIP Scheme vouchers which was also due to the recent MPC lockdown. The Military Liaison Officer confirmed they are doing PR in this area to encourage uptake in tours and experiences.
- 5.3 SM informed the Board that there will be a summary of feedback from the tourism industry meeting at the next Board meeting once all meetings have taken place. **SM**
- 5.4 DPED informed the Board that there will be FIG signposting announcement in the coming month. MP informed the Board that FIG are working hard in looking at all areas of reopening our borders. **DPED**
- 6. Management Accounts**
- 6.1 SE confirmed that the TDS review has been put on hold due to the pandemic.
- 7. Bank Mandate**
- 7.1 The Board agreed the removal of Samantha Marsh and John Clifford, and for Andrea Barlow be added as a signatory.
- 8. Marketing Update**
- 8.1 RC informed the Board what we expect the WTM Latin America event to be postponed further due to the current COVID situation in Brazil. SM informed the Board that WTM London have announced they will hold the event this year from 1<sup>st</sup> November 2021.
- 8.2 SM would like to see if there is a way to capture in some way at the end of this season, the number of children in our community who have not visited Camp still (other than a school activity). RC informed the Board that FITB will be launching the school competition again this year during the final term of school. **SM**
- 8.3 SM thanked our new Social Media Officer on her hard work on our Instagram account which the Board concurred.
- 9. Grants**
- 9.1 KL confirmed that she will include an anonymous summary of the grant uptake over the past 3 financial years within the closed section of our next meeting. **KL**
- 9.2 SM has been gathering feedback on the Green Scheme to incorporating further environmental aspects.

## PART 2

### Action

**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 paragraph 10 of Schedule 3 of the Committees (Public Access) Ordinance 2012 relating to information about relevant contracts and negotiations.

10. Members of the press and public left the meeting

10.1 **Confirmation of the minutes of the meeting held on the 10<sup>th</sup> December 2020**

The minutes were confirmed as a true and accurate record.

11. **Matters arising from the minutes of the meeting held on the 10<sup>th</sup> December 2020**

11.1 **Tourism Development Strategy Extension\_ – (9.1 in previous minutes)**

The Board agreed for the TDS review to recommence when times were more stable.

11.2 **Social Media Officer\_ – (9.2 in previous minutes)**

SM informed the Board of this posts progress.

11.3 **Marketing Strategy\_ – (10.2 in previous minutes)**

SM informed the Board that customer surveys now incorporate a question on how the tourist heard about our destination.

11.4 **Statistics Contract – (11.1 in previous minutes)**

SM informed the Board that the advert has been drafted and is about to be advertised. SE noted the positive recent Satellite Account report.

11.5 **2021/2022 Budget – (12.1 in previous minutes)**

SM reported to the Board a brief summary of potential accommodation bookings for next season.

11.6 **2021/2022 Budget – (12.2 in previous minutes)**

A discussion took place with regards to feedback from the FIG subvention meeting.

**12. Online Booking System for the Falkland Islands**

*Not for publication by virtue of paragraph 10 of Schedule 3 of the Committees (Public Access) Ordinance 2012 relating to information about relevant contracts and negotiations.*

- 12.1** A paper was presented to the Board and a discussion was had with regard to a national online booking system for the Falkland Islands.

**SM**

Minutes confirmed this                      day of                      2021

Chairman

Secretary