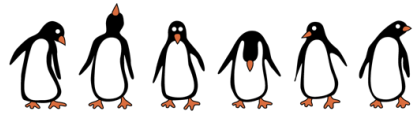


FALKLAND ISLANDS TOURIST BOARD



Falkland Islands

T O U R I S T B O A R D

FOR PUBLIC DISTRIBUTION

Held at 09:00 on 17th April 2018
Chamber of Commerce

Present:

Sally Ellis	SE	Acting Chair
Stephanie Middleton	SM	Executive Director
Josephine Muncaster	JM	Financial Controller
Diane Simsovic	DS	Head of Policy
Rikki Evans	RE	Director
Carli Sudder	CS	Chair of Tourism Association
Margaret Williams	MW	Director

In Attendance: Troyd Bowles (FIGAS) and Julie Sloan (Tourism Development Specialist)

Minutes: Rachael Crowie

Public and Press: John Fowler (Penguin News) and Brian Summers

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Stacy Bragger, Alex Olmedo and Samantha Marsh.	
2	<u>Declaration of interest</u>	
2.1	There were no declarations of interest.	
8	<u>FIGAS Operations (brought forward item)</u> The main issues are changes of the schedules and shortage of planes. Troyd Bowles plans for these to be resolved by the start of next season. Engines: 2 have been fitted, 1 is being fitted with 5 more ordered. A total of 11 ordered for a rolling programme	

	<p>over 3 years. Pilots: there is a retirement in August but still have our local backup pilot and talks are in place for a backup pilot until the new pilot is back in August 19, to start the 6 months of local training. One more is about to start training for future development. Engineers: 2 have nearly completed their training overseas and will start local training. No planned departures with this team. The purchase of a new plane is going to the next Exco meeting for approval; if approved it will arrive at the end of 2018.</p> <p>Day trips and scenic flights are due to continue for 2018/19. It was asked if updated schedules which happen on the day could be distributed via a website, email or a Facebook page.</p>	
3	<u>Confirmation of the minutes of the meeting held on the 18th October 2017</u>	
3.1	The Minutes were confirmed as a true and accurate record.	
4	Matters arising from the minutes of the meeting held on 18th October 2017	
4.1	<u>2018 Tourism Awards (4.3 in previous minutes)</u>	
	The awards and tour guide accreditations will take place tomorrow evening at Government House with 28 new tour guides. This year we plan to run a tour guide course on the West which will run for 3 days before the start of this season.	
5.	<u>Policies and Procedures</u>	
5.1	Appendix A was approved to bring FITB up to date.	
5.2	DS questioned why the subvention code had been removed from our accounts. JM explained that it is recorded on the balance sheet, DS offered to discuss this with the Financial Secretary at Treasury.	DS
5.3	DS also highlighted the below areas; 301.1 That the Board also has the responsibility to approve the FITB subvention and also to review and approve the FITB auditors report. 504 Asked the board if we should look at local content. To advertise locally before any tenders are considered overseas. 1405 It was felt that the value of the discretion was very high, and the value be changed to £5,000 with approval by the board via email. 1701 It was questioned if the Governor or FITB to appoint the auditors, JM confirmed that she would look into this.	JM JM
6.	<u>Financial Update</u>	
6.1	JM handed out the March accounts.	
6.2	There was some underspend in TDS Marketing due to not having an expensive stand at the World Travel Market but as previously agreed at the previous meeting, we will	

	<p>move this forward into the accommodation grants, infrastructure grants and cruise business grants.</p> <p>6.3 SE asked if FITB looked at local companies before overseas. SM said with regards to our IT support we have moved over to an overseas company who other local companies have gone to and the contract is much easier to terminate.</p> <p>6.4 SE informed the Board that FITB had their budget submission meeting with FIG on 1st March and DS confirmed that FITB would be informed of the outcome on 1st June.</p>	
7.	<p><u>Marketing Update</u></p> <p>7.1 RC informed the Board that we are looking at attending the ITB Berlin in 2018 and will decide once the stand prices are advertised to have a stand for the three trade days followed by 2 public days or to have selected meetings with outbound tour agents.</p> <p>7.2 SM fed back from one of our 2017/18 FAM trip - Paul Sharman (Fishing & Travel magazine), said he thought we were underselling the Brown Trout and Mullet and suggested to produce a book with locations, contacts and local gillies which will also link into the TDS.</p> <p>7.3 SM informed the Board that the meetings with the Gateway Committee was positive and most of the areas are on going and the final report will be at the IAATO in a few weeks. DS thanked SM for her hard work for getting the Falkland Islands to this stage of being considered as the Gateway.</p>	
9.	<p><u>Executive Director Update</u></p> <p>9.1 The additions to the family of brochures for this coming season maybe the ferry and FIGAS to have handouts for land based tourists. The media pack for the Falklands for outbound tour agents has started and will be carried out by JM. The Domestic Tourism Guide will not be reprinted this year due to stocks and only one change, this will be done the following year when there will be three additions.</p> <p>9.2 A refurbishment of the information area and a freshen up of the Jetty Visitors Centre will take place over winter when all the ordered items have arrived and will mean approximately one month closure to the JVC area.</p> <p>9.3 We will run assessments for experienced tour guides at the start of this season as well as the tour guide eight week course.</p> <p>9.4 The Tourism Association which was established in October 2017 currently have 22 members.</p> <p>9.5 SM will look into the possibility of having the Tourism Satellite Accounts more frequently than every three years, to give us a more understanding of the impact of our grants and marketing.</p>	SM

