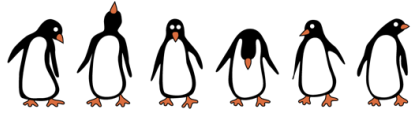


FALKLAND ISLANDS TOURIST BOARD



Falkland Islands

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

FOR PUBLIC DISTRIBUTION

Held at 09:00 on 18th October 2017
Chamber of Commerce

Present:

Sally Ellis	SE	Acting Chair
Stephanie Middleton	SM	Executive Director
Alex Olmedo	AO	Director
Josephine Muncaster	JM	Financial Controller
Diane Simsovic	DS	Head of Policy
Samantha Marsh	SMA	Director
Rikki Evans	RE	Director
Carli Sudder	CS	Chair of Tourism Association

In Attendance: Stacey McKay

Minutes: Rachael Crowie

Public and Press: Peter Young (Penguin News)

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	No apologies	
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 30th June 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 30th June 2017	
4.1	<u>Accommodation Grading System Review (5 in previous minutes)</u>	
	<p>SM has been considering the Stars and Rosettes but after the recent grading it has been decided to stay with the system which is in place but to incorporate the different grading awards onto one sticker. We are also considering an award to show the best sleep but the name hasn't been decided yet.</p>	SM
	<p>SE asked that the awards are explained on our website so the viewer can see the difference. RC will work on adding a grading page for the awards, for the accommodation to be linked to.</p>	RC
4.2	<u>Tourism Development Strategy Update (7 in previous minutes)</u>	
	Domestic guides	
	<p>The guide is to encourage all locals to see the Falklands but in particular MPC and contractors.</p>	
	Accommodation investment guide	
	<p>JM reported that the first feelers by emails were that landowners did not want to lease land but will put this out to everyone in the means of an advert in the Penguin News. AO asked to distribute this information through the association.</p>	JM
	Gypsy Cove	
	<p>At the design stage of an eco-friendly building to put to planning.</p>	
	Car Park	
	<p>All forms have been signed ready for this season with a code of conduct attached, to make sure the area is used correctly, and drivers have the correct insurance. SM confirmed that there will be no parking lines and that there was a meeting held with regards to the car park, but this was not attended well.</p>	
	<p>CS asked if the new car park signs will have members only to stop it being used as a public car park when there are smaller ships. SM agreed that she will put up additional signage if this becomes a problem.</p>	
	<p>AO asked if FITB are authorising other people to use the car park on none ship days. SM confirmed that some inline skaters use it as well as Invenio to test out motorcyclist's skills before going on the road and agree for the community to utilise this area with permission.</p>	
4.3	<u>2018 Tourism Awards (8 in previous minutes)</u>	
	<p>SM confirmed all the forms have been distributed. Moving forward, in future there may be an award to link in with the green scheme.</p>	

<p>5.</p>	<p><u>Tourism Development Strategy Update</u></p> <p>Product Development SM showed the board examples of the family of brochures (8 in total) which is due to arrive in January 2018. There was a delay in this project due to the original person letting us down and then having them translated into Spanish. There is still sailing and fishing to be finalised and all will be added to our website for downloading.</p> <p>Next year, work will start on updating the cruise guide and the trails leaflets are still ongoing and we are checking to see if planning permission is required for signage.</p> <p>Information Service upgrade in the JVC JVC information area revamp to have a central information desk with a TV at each end and information tablets with the FITB app. The wall areas will be covered in the easily replaceable panels like the backdrops for our stands at shows/fairs. This will make updating information easier and cheaper. AO asked that the businesses are contacted at the start of each season to check that their free information area for posters are up to date or need replacing.</p> <p>Grant and Funding Schemes SM confirmed that we have received lots of accommodation grants applications and was impressed on her recent grading with regards to the standard as it is improving all the time. All the accommodation providers should be proud of their achievements and this is improving our product here.</p> <p>SM will be adding the grant applications, open minutes and TDS to a trade page on our website.</p> <p>Tourism Association SM welcomed Carli Sudder to the board as Chair of the Association. CS informed the board that they are currently on going the 21 days notification of the constitution before signing. SM will email the list of members to the board.</p> <p>Accreditation SM has discussed the draft Green Scheme with some of the accommodation providers for feedback and plan to have a final document to the board at the end of the season. This was built from 8 other similar schemes around the world and plan to work with the Waste Management, Chamber of Commerce and PWD to move forward.</p>	<p>SM</p> <p>SM/RC</p> <p>SM</p> <p>SM</p>
<p>6.</p>	<p><u>Marketing Update</u></p> <p>Prado</p> <p>SE added that feedback from the COC and FITB had been that there should be less FIG involvement as this is a trade fair and not a government show. AO thanked the British Embassy for their support and involvement as FITB was well supported and the Falkland Islands stand was positioned well, with positive feedback and would recommend our attendance next year if there was an opportunity. SM thanked</p>	

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