

# FALKLAND ISLANDS TOURIST BOARD



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Held at 13:15 on 23<sup>rd</sup> July 2018  
Chamber of Commerce

Present:

Sally Ellis	SE	Chair
Alex Olmedo	AO	Vice Chair
Stephanie Middleton	SM	Executive Director
Mark Pollard	MP	MLA
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
Margaret Williams	MW	Director

In Attendance: None

Minutes: Rachael Crowie

Public and Press: Nick Roberts (FIRS) & Hannah Newton (FITV)

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Julie Sloan (Tourism Development Specialist)	
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 17<sup>th</sup> April 2018</u>	
3.1	The Minutes were confirmed as a true and accurate record.	

4	<p><b>Matters arising from the minutes of the meeting held on 17<sup>th</sup> April 2018</b></p>	
4.1	<p><b><u>2018 Tourism Awards (4.1 in previous minutes)</u></b></p> <p>SE had received some concerns with regards to the voting system. SM highlighted the below stats to show that there is a good range with tourists voting on what they see as in value/quality. These are also backed up with the recent Trip Adviser survey results, almost reflecting the same.</p> <ul style="list-style-type: none"> <li>• Stanley Accommodation received 64 votes which covered 8 different establishments</li> <li>• 199 Tour Guide votes received with 53 nominating guides</li> <li>• The overall number of voting slips received were 1661 with 700 different people, businesses or establishments nominated.</li> </ul>	
4.2	<p><b><u>Policies and Procedures (item 5.2 in previous minutes)</u></b></p> <p>This has been confirmed by the auditors that this is the correct way to show the codes on the accounts.</p>	
4.3	<p><b><u>FIGAS Operations (item 8 in previous minutes)</u></b></p> <p>SE, SM &amp; MW met with the Director of FIGAS after the accident at Beaver Island. The outcome of the meeting was positive at this time as the season was looking good with no knock-on effect.</p> <p>CS asked about the check in of the helicopter service starting this season. SM has met with the Falklands Helicopter Services' General Manager and was assured that they have been working with FIGAS to make this a smooth operation.</p>	
4.4	<p><b><u>Marketing Update (item 7 in previous minutes)</u></b></p> <p>7.2) SM informed the board that FITB received the 9page article in Fishing &amp; Travel magazine which was written by Paul Sharman, one of our FAM visitors who visited in March. <a href="http://fishing-and-travel.com/magazine/fishing&amp;travel05/#p=1">http://fishing-and-travel.com/magazine/fishing&amp;travel05/#p=1</a></p> <p>7.3) SM advised that the Gateway Committee's report had been received recently and FIG are looking into each of their recommendations.</p>	
4.5	<p><b><u>Executive Director's Update (item 9 in previous minutes)</u></b></p> <p>9.2) JM advised that the JVC refurbishment is now finished and has reopened.</p> <p>9.3) SM advised that FITB are running a West Falklands tour guide course at Fox Bay East at the end of September and invitations for other farms or locations were welcomed at the Farmer's Week. Stanley tour guide course will start on 4<sup>th</sup> September and run for 8 weeks.</p> <p>9.5) This has been discussed with the company who compile the Tourism Satellite Accounts and it has been agreed to change this from three years to every two years.</p>	

	<p>9.6) SM advised that everyone has received their folder and she will discuss this with them individually on her annual visit around the islands in October for the accommodation accreditation. Response now has been slow but currently there is a possible 10 for the first season as well as a tourist location which has no accommodation but will also be taking part.</p>	
<p><b>5. <u>Executive Director Update</u></b></p> <p>5.1 Walking leaflet guides are at the printers in UK and we are working with Environmental Planning to install the waver markers. More locations are coming on board but now we are in line with the TDS targets. English only at the moment for marketing but will look at expanding this in the future. AO asked to include 'look don't remove' for future walking leaflets and DE asked if it was possible for the board to see future leaflets and videos for the final impute before signing off.</p> <p>5.2 JM reported that the Gypsy Cove Toilets has some public feedback from the planning approval; the design looked like a bunker. PWD has proposed that work is to commence in April due to shipping and seasonal usage of the area. Mobile toilets will be in operation over the season. The board approved for the work to start in April and that there is a timeline with plans advertised to inform the general public.</p> <p>5.3 CS asked if there were any weight restrictions to be introduced on Boxer Bridge. MP advised that there is a survey to be carried out. SM also stated that she will arrange a meeting with PWD with regards to planned road works over the season, to advise everyone at the start of the season meeting.</p> <p>5.4 SM reported that the 2017/18 season report showed spend per passenger was lower but increases in all other areas. The board thanked the FITB staff for their hard work.</p> <p>5.5 Grant applications rose after the morning session at Farmers week and this will also be advertised again in the FIRS interview later in the week by SM &amp; SE. MP asked if a list of these could also be included in the close section for future meetings.</p>	<p>JM</p> <p>SM</p>	
<p><b>6. <u>Financial Update</u></b></p> <p>6.1 The Board asked for a more detailed breakdown of the additional spend and for the board to approve this with an email.</p>	<p>JM</p>	
<p><b>7. <u>Marketing Update</u></b></p> <p>7.1 SE asked if the board could receive a progress update on the Gateway committee at the next meeting.</p> <p>7.2 MP asked if a summary of the start of season meeting and wash up meeting could be received, this was agreed and will be included in the Executive Director's Update.</p> <p>7.3 World Tourism Day is on Thursday 27<sup>th</sup> September, SM plans for FITB to run an open day in the Jetty Visitors Centre with planned talks and activities.</p>	<p>SM</p>	

	<p><b><u>Any other Business</u></b></p> <p>No other business.</p>	
	<p>Minutes confirmed this                      day of                      2018</p> <p>Chairman    Secretary</p>	