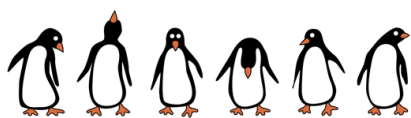


# FALKLAND ISLANDS TOURIST BOARD



**Falkland Islands**

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

## FOR PUBLIC DISTRIBUTION

Held at 14:00 on 26<sup>th</sup> September 2019  
Jetty Visitors Centre

Present:

Sally Ellis	SE	Chair
Alex Olmedo	AO	Vice Chair
Stephanie Middleton	SM	Executive Director
Mark Pollard	MP	MLA
Karen Lee	KL	Financial Controller
Diane Simsovic	DS	Head of Policy
Carli Sudder	CS	Chair of Tourism Association
John Clifford	JC	Director

In Attendance: Julie Sloan (Tourism Development Specialist)

Minutes: Rachael Crowie RC

Public and Press FIRS, FITV & Museum Representatives

---

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Sammy Marsh and Margaret Williams.	
2	<u>Declaration of interest</u>	
2.1	Declaration of interest was given by Mark Pollard for matters relating to Stanley Services Ltd.	
3	<u>Confirmation of the minutes of the meeting held on the 16<sup>th</sup> April 2019</u>	
3.1	The Minutes were confirmed as a true and accurate record.	

<b>4</b>	<b>Matters arising from the minutes of the meeting held on 16<sup>th</sup> April 2019</b>	
4.1	There were no matters arising from the previous minutes.	
<b>5.</b>	<b><u>Executive Director Update</u></b>	
5.1	Tourism was well represented at Farmers week and July is also a good time of the year to open up opportunities for the community to attend tourism themed talks or training. It was suggested that this could be developed more next year.	SM
5.2	Future trails locations are Weddell Island and Hill Cove.	
5.3	It was agreed that SM will look at offering a second wave booking for the car park once the main tours have departed and space has become available. PWD have also agreed for FITB to allocate parking on the Public Jetty on busy cruise ship days and will liaise with the RFIP.	SM
5.4	There was a delay in the arrival of acetone for the Gypsy Cove toilets build, SM updated the board that they have received an offer by a local person who may have this item and Morrisons have been informed to see if this is sufficient.	
5.5	The board agreed that they welcomed the idea of a large sign as an attraction, but it was suggested for this to be FALKLAND ISLANDS and not STANLEY as it would be more internationally recognised. This also opened up discussions on the current 'Welcome to the Falkland Islands' sign located outside the Jetty Information Centre. It was suggested that this was relocated to the west side of the Public Jetty as this would be a better suited photographic spot. SM will look into ownership and discuss this with the Planning and Building Department.	SM
<b>6.</b>	<b><u>Financial Update</u></b>	
6.1	KL advised the board that FITB had their annual meeting with the auditors and there were no areas of concern. SM would like to thank Tina Hirtle and Jo Muncaster for their hard work.	
6.2	KL advised the board that in the FITB ordinance, unlike others, it states that any underspent budget can be requested back from FIG. KL will look into this further with the Treasury as this is felt it was an area in the ordinance which hasn't been updated.	KL
<b>7.</b>	<b><u>Bank Mandate</u></b>	
7.1	The board agreed that there will be an A list which comprises of; the Chairman, Vice Chairman, Executive Director and Financial Controller and a B list of all other board members. The mandate will have the rule of either two A lists signatures on any payment or one A list to accompany one B list signature.	

<p><b>8. <u>Marketing Update</u></b></p> <p>8.1 SM added that the London Wildlife Festival would still be a show to attend in the future as it was not possible this year due to weather cancellation.</p> <p>8.2 DS advised the board that FIG and the Harbour Master have contacted the organisers of the 2022 &amp; 2024 Cape Horn Race with areas of concern.</p> <p>8.3 SM advised the board that FITB are also looking at other shows for this financial year, with the possibility of attending the WTM LA for the second year and also the AvistarBrasil Birdfair for the first time.</p> <p>8.4 CS asked if the annual Accommodation Accreditation should be done by a local person. SM advise the board that the feedback was that this should be done by an independent consultant.</p> <p>8.5 MP asked if there was a reason for the large drop of mailing list subscribers on the bottom left graph on page 3. RC thought it was due to GDPR becoming law in May 2018 but would confirm this by email to the board.</p>		<p>RC</p>
<p><b>9. <u>Tourism Update - FIG</u></b></p> <p>9.1 JS advised the board that work is still on going with the Immigration Department with seasonal work permits but has not been finalised.</p> <p>9.2 Tourism Day is tomorrow with FITA leading on this year's event held at the Jetty Visitors Centre.</p> <p>9.3 The draft Tourism Strategy Plan for 15 years will be available for viewing at the pre-season meeting, the FITB website (trade section), as an online survey monkey and through FITA. JS welcomes feedback and the final stage will it being approved by EXCo.</p>		
<p><b>10. <u>Falkland Islands Tourism Association</u></b></p> <p>10.1 It was agreed that the minutes will have the persons job title or role to accompany a none board person's full name for clarity. There was also a discussion about the detail in the board meeting minutes. It was agreed that the details are in the papers which are available to interested parties if they need supporting information to the minutes. It was also agreed that the FITA representative on the Board was able to provide more information on the discussion if wanted, or the interested party could ring the Tourist Board.</p> <p>10.2 The board suggested that the Shackleton Fund maybe approached to assist with funding for educational talks or training. SE suggested that LATA would be a good to contact to assist with aiding this.</p>		<p>CS</p>

