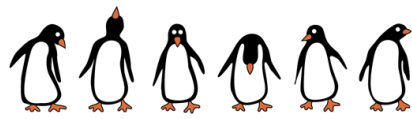


FALKLAND ISLANDS TOURIST BOARD



Falkland Islands

TOURIST BOARD

FOR PUBLIC DISTRIBUTION

Held at 8.30am on 30th March 2022
Chamber of Commerce

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

Present:	Alex Olmedo	AO	Chair
	Richard Stevens	RS	Vice Chair
	The Honourable Gavin Short	GS	MLA
	Amanda Curry Brown	DPED	Director of Policy and Economic Development
	David Jeffrey	SPPA	Senior Public Policy Adviser
	Stephanie Middleton	SM	Executive Director, FITB
	Karen Lee	KL	Financial Controller, FITB
	Carli Sudder	CS	Director
	Tim Miller	TM	Director
	Petra Gilding	PG	Director
	Andrea Barlow	AB	Director

In Attendance: Carl Stroud (Vice Chair of FITA) CSFITA

Minutes: Rachael Crowie RC

Public and Press 2 Members of the press

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	There were no apologies required.	
1.2	AO welcomed Amanda, Richard, and Petra to the FITB Board.	
2	<u>Declaration of interest</u>	
2.1	There were no declarations of interest.	

- 3 Confirmation of the minutes of the meeting held on the 22nd of September 2021** **Action**
- 3.1 The minutes were confirmed as a true and accurate record.
- 4 Matters arising from the minutes of the meeting held on 22nd September 2021**
- 4.1 SM informed the Board that all updates have been covered in the supporting papers.
- 4.2 **Safe Travels stamp – (5.3 in previous minutes)**
AO welcomed the Safe Travel stamp and thanked FITB and all the members who have already signed up.
- 4.3 **Marketing Update – (7.1 in previous minutes)**
AO asked if the online FITB presentation has been revamped, which RC informed the Board that the Media Pack is at the final stage of drafting, and this will be the source of the new presentation once completed. **RC**
- 4.4 **Feasibility of charter flights** - SPPA informed the Board that at the time, what was envisaged was not possible, but the expedition guidance was released shortly after our last Board meeting.
- 4.5 RC informed the Board that currently FITB have a local Facebook page, an international Facebook page, Instagram, and Twitter. The social media Officer has started a Pinterest account and looking at TikTok, as these are also used for tourism and the next step for FITB to extend our online presence.
- 4.6 **Renewable Energy (9.4 in previous minutes)**
SM updated the Board that FIDC has offered up new grants to businesses.
- 5. Executive Director Update**
- 5.1 SPPA updated the Board on the working progress of the pontoon improvements. They have asked PWD to request an outline design and quote with Ramboll for sheet piling the shoreside and the pontoons turned 90 degrees from the current position. As none of the previous proposals fully fixed the problem. The concerns by Ramboll are backwash but this will be investigated further.
- 5.2 SM confirmed that some accommodation establishments which are exceptionally good, have reached the cap on the grading system due to building limitations with bed space. CS asked if there will be expansion on the Certificate of Excellence to cover operators, which SM confirmed businesses only must be signed up to at least one of the schemes to be awarded to the Certificate of Excellence; there are two tour guide companies which have been awarded this.
- 5.3 AO asked if FITB are encouraging other destinations to take part in the Green Seal scheme; SM confirmed that she has an open dialog with these establishments.
- 5.4 AO asked if the FIG COVID business support schemes were staying in place, SPPA confirmed that they are currently in place until the end of Sept 2022 which will be reviewed in the coming months.

5.5 CS asked what concerns the industry have on labour for the coming season as members of the community will be taking the chance to visit overseas and in turn will lower the number of additional staff covering different areas and putting pressure on the industry. SM confirmed that FITB are seriously concerned as there are members of the industry who have taken up different work, concerned about their health or sold their assets. SM informed the Board that FITB have previously calculated this exercise with staffing numbers of the industry which they will rerun. SPPA and DPED will look at the census data to see if they can capture the number of second income from the tourism industry, to compare for pre-COVID times. **Action**

SM

SPPA/DPED

5.6 GS asked if there were overseas businesses interested in infrastructure funding to invest within the industry. SM will see if there are any businesses interest at the coming IAATO gathering but concerned that they will not be looking at investing now due to business funds.

SM

5.7 GS asked if the FITB are fulfilling the industry needs; SM confirmed that when the Tourism Development Strategy (TDS) was developed, industry was consulted extensively. SM said that the strategy had been reviewed 2 years ago and this was done after annual meetings with members of the industry, plus having regular dialog. SM confirmed that the leading role of FITB is marketing the Islands which has kept going nationally and internationally. TM suggested that there could be a review of the TDS after 2022/23 season as the recovery season, which the Board agreed.

6. Management Accounts

6.1 KL went through her paper with the Board and noted there is currently underspend in trade shows and FAM trips due to travel restrictions and trade shows being virtual. The Board approved the requested virements from FAM trips to fund the website update, green destination marketing and a walking App to promote FITB self-guided routes.

KL

6.2 The Board approved that the bank mandate will reflect the members of the Board attending this meeting and will remove previous members.

KL

7. Grants Update

7.1 KL informed the Board that there were businesses who signed up to FITB grants during the last off season but now requiring an extension due to labour or procurement as originally, they had 12 months to drawdown. The Board approved that these effected businesses could receive a one off 5 months extension. AO requested that the number of take up be reported in the next Financial Board paper update.

KL

7.2 KL informed the Board that businesses which are not at the maximum grant allowance, have applied for a secondary grant to cover additional costs due to inflation.

8. Marketing Update

8.1 AO welcomed the domestic marketing efforts this year as well as the Walking Festival. RC confirmed that pre-COVID they relied on the information centre and distribution

of leaflets. The previous two seasons have had an area of budget allocated for domestic tourism marketing, which is planned to continue moving forward.

Action

8.2 RC informed the Board of other planned attendance at trade shows for the second half of the year (Global Bird Fair, Prado, WTM London and USTOA) which have already had to be committed to but will have to rely on being awarded the full subvention requested to facilitate these.

8.3 SM informed the Board that the IAATO Gateway Committee is reviewing the recommendation list and priorities to submit to the FIG's Gateway Committee.

8.4 The social media Officer is conducting an exercise looking at 3 months either side of February 2021 online statistics, to see if there is an expected increase or decrease of the figures. CS suggested that the FITB newsletter could be used to pull readers to the social media platforms as well as the website which is still the focus. It was agreed that future FITB newsletters will be used to promote FITB's social media platforms.

PART 2

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 Paragraphs 16 and 17 relating to Internal Audit reports and budgetary information, of Schedule 3 of the Committees (Public Access) Ordinance 2012."

9. Members of the press and public left the meeting

9.1 **Confirmation of the minutes of the meeting held on the 9th of December 2021**

The minutes were confirmed as a true and accurate record.

10. **Matters arising from the minutes of the meeting held on the 9th of December 2021**

10.1 **MPC Domestic tourism facility (4.1 in previous minutes)**

CS asked if FITB will continue with a tourism information area at MPC after TRIP has ended. SM will explore other possibilities of providing information services on the base.

SM

10.2 **FITB & FIG relationship (4.2 in previous minutes)**

SM confirmed that there have been regular individual meetings with Policy and MLA portfolio holder which SM thanked both SPPA and GS. CS asked if there could be group industry meetings set up for non-government organisations which SM will explore.

SM

10.3 **Penguin Publishing (7.2 in previous minutes)**

Action

SM informed the Board that we are nearly at the end.

10.4 Safe Travels (7.6 in previous minutes)

AO asked what marketing FITB have done with promoting this. SM informed the Board that this has been added to email signatures, our website and print marketing. The Board asked if FITB could promote this more with the domestic marketing and encourage more operators to sign up.

SM

10.5 FITB budget contingency plan (7.8 in previous minutes)

The Board discussed possible areas that could be reduced (with the priority being international marketing) if the full subvention were not awarded.

10.6 Any other Business

CS asked if there were any FIG schemes to support businesses in preparation of reopening, SPPA confirmed that previously there was the Bounce Bank grant up and will be reviewed as part of all the FIG support packages.

Minutes confirmed this day of 2022

Chairperson

Secretary