

FALKLAND ISLANDS TOURIST BOARD



Open Minutes

Held at 1:30pm on 21st of June 2023
Jetty Visitor Centre

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
	Karen Lee	KL	Financial Controller, FITB
	Stephanie Middleton	SM	Executive Director, FITB
	Amanda Curry Brown	DPED	Director of Policy and Economic Development
	The Hon. Teslyn Barkman	TS	MLA
	Jo Turner	JT	Director
	Carli Sudder	CS	Director

In Attendance:

Minutes: Luna Leyton-Quiroga LLQ

Public and Press: Megan Harris – FIRS
Mark Blackmore – Penguin News
Kathie Daniels - FITV

Item	Part 1	Action
1.	<u>Apologies for absence</u> MLA Gavin Short, Brian Summers and Petra Gilding	
2.	<u>Declarations of interest</u> None	
3.	<u>Confirmation of exempt minutes dated 21st of March 2023.</u> The minutes were confirmed as a true and accurate record.	

4. **Matters arising from exempt minutes dated 21st^h of September 2023.**

It was noted that there were updates in the Executive Director's report on matters arising.

SM confirmed that Jessica Morris had filled the position of Accounting Assistant.

5. **Executive Director Report**

SM ran through the statistics from her Board Paper and said that further statistics would be available in the next few weeks with the Annual Statistics Report.

CS asked if any concerns had been raised about the effect on the visitor experience when LATAM flights are delayed or postponed.

SM said it was a real concern but at the time of the meeting she had not received any official comments by visitors or agents at the time of the meeting.

SM said the Jetty Visitor Centre was preparing for annual stock take. Local suppliers are already sending in products in preparation for next season and in recent weeks there have been new local suppliers asking us to sell their products.

AO asked if the main way of advertising was through print advertising and if FITB were trying to do more digital. SM said that many of the brochures and magazines they advertise with are also available digitally

SM said that the new walking app should be available by the end of the month; she said that everyone was to be encouraged to use it so that the number of brochures being printed could be reduced.

SM confirmed that the app could be downloaded and used offline

CS- asked whether things were in place for the start of the new season, and in principle SM thought it was.

SM then went through concerns raised at the Washup Meeting and the updates

SM informed the meeting about the Green Seal Scheme, and the desire to become GSTC approved. This was possible but would take some resources.

RS endorsed the Accommodation Accreditation Scheme but wondered if some of the items required as part of the grading system for self-caterings were necessary. SM informed the meeting that Kevin

Millington who assisted FITB with the grading, had just been around Devon and was certain that our criteria was very reflective of the international market.

There was a brief discussion about using something other than stars to distinguish between the several types of accommodation. SM agreed that she would take this up with Kevin Millington.

SM informed the Board that the current strategy ends in 2025. The Vision 2030 document will be the foundation of the next strategy and work will continue with one-to-one meetings towards the end of the year.

6. **Management Accounts**

KL presented the management accounts for the 11 months through the financial year.

AO raises point on JVC the annual budget. Subsidising souvenirs for JVC, 176,000 purchases. He believes that JVC should be making x3 profit in sales. KL explained that this was not possible due to margins on local produce and the discounts given on the overseas stock. Some discussion followed about the role of the JVC, and everyone agreed that margins should always be considered and reviewed.

KL noted that most other items were on track to the budget with some significant variations on trade fairs. This was mostly due to rising costs.

The main other query was the advertising and the print, and it was noted again that most print advertising also had a digital element.

SM confirmed that FITB are not yet fully staffed, Kate is however moving higher position as JVC manager, Carol still staying in control of carpark during season. Sales assistant position has not been advertised due to wanting to make savings.

7. **Marketing & Social Media update**

KL said Sasha was on her own for 2 months which caused for local & international posts to be slow and so figures were lower, school aged children getting involved in the Falklands had taken up some of Sasha's time. greater campaign for local school children is an on-going push.

SM advised the Board that LLQ has just completed a MPC brochure.

AO recommends into looking at Canva (graphic design company) to help with posts and staying up to date with local information.

CS said our social media needs to stay active so people do not lose interest, there should be more posts about the Falklands and activities that happen not just wildlife and attractions

AO raises concern about how photo library does not work on website.

KL said the website providers are working on how to resolve digital photo library.

The meeting closed.

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 17 relating to information about preparation or consideration of budgetary information, of Schedule 3 of the Committees (Public Access) Ordinance 2012."*

Members of the press & public left the meeting

8.0 Confirmation of the Exempt Minutes of the meeting held on the 21st of March 2023

The minutes were confirmed as a true and accurate record.

9.0 Matters arising from the Exempt Minutes of the meeting held on the 21st of March 2023

There were no matters arising.

10.0 Approval of audited accounts for financial year end June 2022

The accounts and audit report were approved.

SM expressed her thanks to the Financial Controller and the accounts team.

11.0 Approval of pay awards

The paper was approved without any amendments.

12.0 Review of Grants

The paper was approved without any amendments.

Minutes confirmed this day of 2023

Chairperson

Secretary