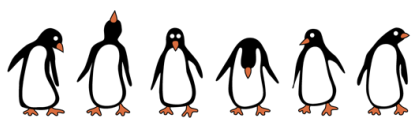


FALKLAND ISLANDS TOURIST BOARD



Falkland Islands

TOURIST BOARD

FOR PUBLIC DISTRIBUTION

Held at 1.30pm on 27th September 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
	Stephanie Middleton	SM	Executive Director, FITB
	Karen Lee	KL	Financial Controller, FITB
	Carli Sudder	CS	Director

In Attendance: None

Minutes: Rachael Crowie RC

Public and Press 3 Members of the press

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Apologies were given for Tim Miller, Petra Gilding and Andrea Barlow.	
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 14th July 2022</u>	
3.1	The minutes were confirmed as a true and accurate record.	

4 Matters arising from the minutes of the meeting held on 14th July 2022

Action

- 4.1 **Updated FITB presentation – (4.3 under section 4 in previous minutes)**
RC confirmed that the presentation had been updated and used at the presentations whilst attending Prado in Uruguay.
- 4.2 **Census Data release – (5.5 under section 4 in previous minutes)**
DPED updated the Board that the data is due to be released shortly.
- 4.3 **Licence to operate – (8 in previous minutes)**
SM informed the Board that this was going to be emailed out to the industry in the coming days and was working with the Environmental Department about additional information on avian-influenza which would be included in the same email.
- 4.4 **Penguin Publishing – (11 in previous minutes)**
SM updated the Board that talks were still taking place, but we are at a stage that the FITB logo can be used but finalising the use on items for sale, and background colours.
- 4.5 **MPC Domestic tourism – (11 in previous minutes)**
RC informed the Board that part of the Domestic marketing will be cinema adverts and is hoped to be used at MPC as well as Harbour Lights. RC is also in discussion with the CMLO to reinstate the talks which were a part of pre-covid.

5. Executive Director Update

- 5.1 SM went through her paper with the Board. CS asked if the new bollards outside the Jetty visitor Centre would be completed by the first cruise ship, which SM confirmed there was some more work to be done so would slightly go over the start of the season due to the work being started after the completion of the road section. GS asked if the width of the bollards would be wide enough for wheelchairs and two-way access. SM confirmed that they are removeable and would be policed by FITB staff, and a risk assessment has been carried out.
- 5.2 SM clarified that the 'Welcome to the Falkland Islands' which was located outside the Jetty Visitor Centre has been relocated on the Public Jetty. The Welcome to Stanley sign which is located at the triangle on the Bypass belongs to PWD. The sign mentioned in the small projects is referring to the idea of a large sign to be designed and located at an unknown location on the harbour front (similar to the Montevideo name sign). SM informed the Board that two companies had initially shown interest after putting out the tender but since was unable to commit. This is still at the idea stage until a designer submits a proposal.
- 5.3 RS asked if there could be online or virtual training for future tour guide courses, which SM confirmed this is being looked at with the course tutor. RC also confirmed that FITB still offer free assessments for experienced guides.
- 5.4 GS asked what preparations has been put in place with regards to avian-influenza. SM informed the Board that she has been working with the Environmental & Veterinary Departments who will be attending the pre-season meeting on 4th October to inform the industry on the use of footbaths and what precaution should be taken.

6. Pontoons/Clash Days

- 6.1 SM went through her paper with the Board. AO noted that FITB's role is to develop tourism in the Islands and market the islands as a destination, with the Government to provide the infrastructure to welcome tourist to our Islands. SM confirmed that various meetings over the past couple of months has started the process to highlight the pinch points for money to be spent in the correct areas. DPED explained that meetings have been continuing with regards to inward investment opportunities. DPED explained that FIG officers can help make a case or project with the best way forward, with the decisions being made at a political level.
- 6.2 SM stated that the air terminal has been removed from the FIG capital plan and how this could be included in the future. The Board discussed the importance of the future of tourism with the pontoon area and international terminal, to assist with the growth of the industry and will be included in the 2030 vision.

7. Management Accounts

- 7.1 KL went through her paper with the Board and noted the 2021/22 audit has commenced virtually and will be finished with a short visit to the islands later this year.
- 7.2 KL informed the Board that FITB has since received 20 more applications for the bounce back scheme. SM asked CS and RS if there is a good number of drivers/guides for this season. They felt there were still some places to be filled but the scheme has been positive and assisted with the industry. KL confirmed that the scheme is only for drivers who worked in the 2019/20 season and not for new members to the industry.

8. Review of Grants Criteria

- 8.1 KL informed the Board of FITB's recommendations of the paper to implement timeframes which the Board approved.
- 8.2 KL confirmed that the Green grant is designed to support the funding for essential items only. The Board discussed other areas of this grant and it was agreed that this will be looked at during the 2023 gradings when SM & Kevin Millington visiting all establishments and an appeals process will be formed.

SM

9. Social Media Update

- 9.1 RC went through the Social Media Officer's paper with forward planning of our international and national platforms.

10. Marketing Update

- 10.1 RC went through her paper and highlighted the areas which the domestic marketing will cover and the success of the world tourism day, even with another community event happening at the same time. It was good to see new faces as part of the EXPO and a high number of teams on the scavenger hunt.

- 10.2 RC informed the Board that the Social Media Officer will start attending trade shows from the end of this year. CS informed SM that Seatrade dates have had to be changed to March 2023 instead of May 2023.
- 10.3 RC updated the Board with the Global Birdfair attendance figures which were released the previous day; 11,600 attendance this year which was just over half of the attendance figures in 2019 but this had been a during the heatwave in July, change of venue, was post covid and a month earlier.
- 10.4 RC informed the Board that Expo Prado was a success and SM thanked the support of Carolina Da Silva in her role in the British Embassy in Uruguay. DPED confirmed that they would look at the possibility of a bigger stand and the future support of the agriculture delegation. Social media was toned down this year due to HRH's passing.

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."

11. Members of the press and public left the meeting

11.1 Confirmation of the minutes of the meeting held on the 14th July 2022

The minutes were confirmed as a true and accurate record. An amendment was made to the date from 30th March 2022 to 14th July 2022.

12. Matters arising from the minutes of the meeting held on the 14th July 2022

12.1 Airbridge arrivals video and MPC marketing (11.1 in previous minutes)

SM informed the Board that the biosecurity video will be updated shortly.

SM informed the Board that sharing of the tourism office at MPC was not possible. CS suggested that other options of sharing local business spaces might still be an option which SM would look into.

SM

13. **Any other Business**

- 13.1 The Board asked DPED to pass on their thanks to David Jeffrey for his hard work and support during his time at the Policy Department.

- 13.2 AO pointed out that Directors of FITB Board are representing the industry, SM agreed to look at funding to support this in the next financial year. **Action**
SM

Minutes confirmed this day of 2022

Chairperson Secretary