## **FALKLAND ISLANDS TOURIST BOARD**



## FOR PUBLIC DISTRIBUTION

Held at 10:00 on 3<sup>rd</sup> August 2020 Chamber of Commerce

Present: Sally Ellis SE Chair

Alex Olmedo AO Vice Chair

Stephanie Middleton SM Executive Director

Mark Pollard MP MLA

Karen Lee KL Financial Controller Andrew Gaule AG Head of Policy

Carli Sudder CS Chair of Tourism Association

John Clifford JC Director

In Attendance: None

Minutes: Rachael Crowie RC

Public and

Traighana Smith (FIRS), Adrian Lowe, Gabriella Hoy

**Press** 

Item	PART I	Action
1	Apologies for absence	
1.1	Sammy Marsh, Morgan Goss and Julie Sloan.	
2	Declaration of interest	
2.1	There were no declarations of interest.	
3	Confirmation of the minutes of the meeting held on the 21st February 2020	
3.1	The Minutes were confirmed as a true and accurate record.	

4	Matters arising from the minutes of the meeting held on 21st February 2020	
4.1	New large sign as an attraction – (4.1 in previous minutes)	
	SE confirmed that the first meeting has taken place to look at public spaces and how local heritage and artwork as well as a Falkland Islands sign, could be made as new attractions around Stanley.	SE
4.2	Seasonal work permits – (4.2 in previous minutes)	
	MP updated the Board that due to COVID this has been looked at and changed over the past few months. SE informed the Board that Jim Horton from FIG gave a presentation to the Chamber of Commerce on the review of the immigration policy and work permit applications, and welcomes them to give another presentation when everything has been finalised.	MP & SE
4.3	Tourism Awards – (4.3 in previous minutes)	
	The end of season awards and tour guide presentations were due to take place in April 2020, but had still not taken place due to COVID. SM is looking at when and where to hold this event with the gathering restrictions in mind, she will liaise with KEMH and FIG with regards to holding this event in the coming months.	SM
4.4	Licence to Operate – (5.2 in previous minutes)	
	SM confirmed that work is still continuing.	SM
4.5	Public Jetty pontoons– (5.3 in previous minutes)	
	Meetings are about to take place and it is hoped that improvements can be made before the 2021/22 season.	SM
4.6	Updated Visitor Guide - (5.5 in previous minutes)	SM
	This is at the final stages and has already gone to the Board.	Sivi
4.7	Tour Guide Handbook - (5.6 in previous minutes)	SM
	This is due to go out to the Board for approval soon.	5.111
5.	Executive Director Update	
5.1	The Penguin News articles have now changed to weekly, to cover more businesses. We have also been providing leaflets to MPC and looking into more public areas to house leaflet stands. MPC have restrictions on group meetings, meaning we are unable to be a part of the welcoming talks to explore the Falklands. Our social media is also continuing to plug all businesses and activities across the islands. SE reported that FIG are looking into ways to promote domestic tourism in all sectors of the tourism industry and should be finalised in the coming weeks. MP added that this may not be a change to the travel credit scheme but a different scheme.	

5.2	Expo Prado is still due to take place on 4 <sup>th</sup> September. FITB has supplied leaflets and gifts for the event, where a representative will be on the stand as there will be no-one travelling from the Falklands due to COVID.	
5.3	MP asked that FITB representatives travelling internationally to trade show be considered closer to the time with regards to COVID health concerns.	
5.4	MP asked if FITB could be the link for feedback from individuals in the tourism industry to FIG. SE confirmed that there will be workshops in the future to have feedback on implementations for this season. There are various ways public can feedback their concerns or input to FIG discussions. Some ways are through the following; FITB <a href="mailto:steph@falklandislands.com">steph@falklandislands.com</a> tel:27019, FITA <a href="mailto:info@fita.co.fk">info@fita.co.fk</a> , MLA portfolio holder <a href="mailto:mpollard@sec.gov.fk">mpollard@sec.gov.fk</a>	
6.	<u>Financial Update</u>	
6.1	KL informed the Board that once there is more clarity about the future then the budget will be reviewed for the financial year.	
6.2	AO asked for FITB to explore overseas TV marketing as prices have dropped and would be a good opportunity if funds were available to reach out to a larger and maybe different audience.	SM & RC
6.3	The Board approved the cost of living increment from July 2020 of 1 %.	
7.	Marketing Update	
7.1	SM invited all establishments to inform us of updates on their link to our website by emailing <a href="mailto:rachael@falklandislands.com">rachael@falklandislands.com</a>	
7.2	CS asked if we could work with the sports association to encourage local events in Stanley to bring more people into Stanley.	SM & RC
7.3	SM and RC are looking at tourism activities for World Tourism Day, which FITA are leading on, on 27 <sup>th</sup> September.	
7.4	SE thanked the Board for their assistance with the Penguin trademark dispute which is still on going.	
	Minutes confirmed this day of 2020	
	Chairman Secretary	