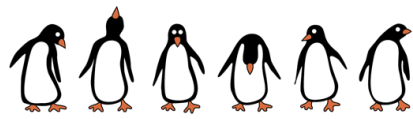


FALKLAND ISLANDS TOURIST BOARD



Falkland Islands

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

FOR PUBLIC DISTRIBUTION

Held at 10:00 on 10th December 2020
Jetty Visitor Centre

Present:

Alex Olmedo	AO	Chair
Stephanie Middleton	SM	Executive Director
Stacy Bragger	SB	MLA
Karen Lee	KL	Financial Controller
Andrew Gaule	AG	Head of Policy
Carli Sudder	CS	Chair of Tourism Association
John Clifford	JC	Director
Morgan Goss	MG	Director

In Attendance: Shannon Alazia

Minutes: Rachael Crowie RC

Public and Press Traighana Smith (FIRS)

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Sally Ellis (SE), Sammy Marsh and Mark Pollard.	
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 3rd August 2020</u>	
3.1	The minutes were confirmed as a true and accurate record.	

4	<u>Matters arising from the minutes of the meeting held on 3rd August 2020</u>	
4.1	New large sign as an attraction – (4.1 in previous minutes) SB updated the Board that funds are available, with the next step to meet with SM to discuss attractions, development, and consultation/planning. SB & SM will meet in January to agree a way forward with the project.	SM
4.2	Seasonal work permits – (4.2 in previous minutes) AO attended a positive meeting with regards to immigration work permits. This did not include South American nationals at the moment.	
4.3	Tourism Awards – (4.3 in previous minutes) 2020 awards took place on 25 th November, with a full update in the Executive Directors report.	
4.4	Licence to Operate – (5.2 in previous minutes) SM informed the Board that this will still go ahead but due to other work commitments, this is on hold at the moment.	SM
4.5	Public Jetty pontoons– (5.3 in previous minutes) AO read out comments from SE asking who holds the budget and if this can be actioned to be in place for the coming season. AG confirmed that the budget has been approved for the feasibility study. AG will look into this to commence soon.	AG
4.6	Updated Visitor Guide - (5.5 in previous minutes) This is now at the printers.	
4.7	Tour Guide Handbook - (5.6 in previous minutes) This is at the proofing stage with a couple of local tour guides. Once the changes have been made, the updated version will go out to the Board for approval.	SM
4.8	Overseas TV Marketing - (6.2 in previous minutes) SM informed the Board that she met with two organisations during the WTM London virtual event, but nothing has been confirm due to logistics.	SM
4.9	Local Events - (7.2 in previous minutes) SM reported that the local horse races will be going ahead at Christmas and we will advertise these events.	

<p>4.10</p> <p>4.11</p>	<p>Local Tourism EXPO - (7.3 in previous minutes)</p> <p>SM informed the Board that SE has asked if the successful event could be replicated in the future which might tie in with another event which the RBA hold or a Camp Craft Market. CS welcomed the idea as FITA are keen to hold a similar event annually.</p> <p>Penguin Trademark - (7.4 in previous minutes)</p> <p>SM informed the Board that we are at the final stages and have agreed for the six penguins to be accompanied with the wording 'Falkland Islands Tourist Board'. The issue at the moment is the orange background and usage of a single penguin.</p>	<p>SM</p>
<p>5.</p> <p>5.1</p> <p>5.2</p> <p>5.3</p> <p>5.4</p> <p>5.5</p>	<p><u>Executive Director Update</u></p> <p>AO & AG feedback to the Board was that the COVID updates have been useful; AG asked what FITB plans were for the marketing and preparation for post COVID relaunch. SM said the hygiene certification is the way forward for all businesses and that our marketing has continued and highlighted our destinations appeal with vast open spaces. AO suggested a working group would be the best way forward to cover all the areas in preparation for tourists returning.</p> <p>AG confirm that approximately 2,000 people have already registered for the TRIP scheme. SM informed the Board that FITB will have a member of staff providing information at MPC 4 times a week to assist with the BFSAI TRIP vouchers from next week.</p> <p>CS confirmed that one vessel has been approved to visit in January 2021.</p> <p>SM would like to thank Louise Taylor for her hard work running the Tour Guide Courses.</p> <p>SM announced that in addition to the normal hours, the Jetty Visitor Centre will open up each day between 16-24 December for an extra push on local produce.</p>	<p>SM</p>
<p>6.</p> <p>6.1</p> <p>6.2</p> <p>6.3</p>	<p><u>Management Accounts</u></p> <p>KL informed the Board that there was an error and all of item 2.1 should read October 2020.</p> <p>KL confirmed that the Square system for the Jetty Visitor Centre has arrived and is at the testing and training stage, with this being active in the next week.</p> <p>KL & SM confirm that at least 10% of businesses have applied for a grant so far and this may increase towards the end of the season due to being busy with TRIP scheme bookings.</p>	

