FALKLAND ISLANDS TOURIST BOARD



FOR PUBLIC DISTRIBUTION

Held at 14:00 on 21st February 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 CliffordJCDirectorSammy MarshSMADirectorMorgan GossMGDirector

In Attendance: None

Minutes: Rachael Crowie RC

Public and

Gavin Short (FIRS)

Press

Item	PART I	Action
1	Apologies for absence	
1.1	Julie Sloan.	
1.2	The Board would like to thank Margaret Williams for her time as a Director and welcome Morgan Goss as a Director of the FITB Board.	
2	Declaration of interest	
2.1	There were no declarations of interest.	

3.1 The Minutes were confirmed as a true and accurate record. 4 Matters arising from the minutes of the meeting held on 26th September 2019 4.1 New large sign as an attraction – (5.5 in previous minutes) MP informed the Board that MLA Bragger plans to bring a group together to improving public space with local artists. MP will see if the FALKLAND ISLANDS (large letters sign) could be incorporated within this group. 4.2 Seasonal work permits – (9.1 in previous minutes) AO reported that there is currently delays on work permits. MP will ask MLA Roberts for an update on this matter and SM will speak with MLA Roberts to see if she thinks it would be appropriate for her to attend our wash-up meeting in April. 4.3 Tourism Awards – (10.3 in previous minutes) 5. Executive Director Update 5.1 SE informed the Board that members in the tourism industry met with the Ambassador of Brazil and his Social Media manager, which was very positive with ways to move forward and how they can assist us. The Chair of the Tour Operators Association (BRAZTOA) in São Paulo, will be visiting for one week at the end of the month. 5.2 SM informed the Board that with the Jetty Visitors Centre lease now been finalised the next steps are the sub lease for the Philomel Store and the Licence to Operate. 5.3 SM has been looking at solutions to stabilise the centre pontoon and has asked for a quote from Martech Falklands which may mean FITB will have to submit a supplementary paper to our budget, for this improvement. AG will ask CMT for an update on the waterfront development with regards to the landing area. 5.4 SM would like to thank RFIP for their support around the Jetty Visitors Centre and car park. 5.5 When the draft of the Visitor Guide to the Falkland Islands are at the end process, SM will send this out to the Board for their feedback. CS asked if copies of the new Visitor Guide would be getting distributed to known agencies once completed. SM said it is something that will be considered once the guide is printed. 5.6 When u	3	Confirmation of the minutes of the meeting held on the 26th September 2019	
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5.7	SM said that there had been a slight delay in the latest Tourism Quarterly waiting for statistics to be provided; these statistics have now been received and she was hopeful that it would be available next week.	
6.	Financial Update	
6.1	For trade shows, we have just confirmed attendance at the WTM LA in Sao Paulo for April 2020.	
6.2	We expect more grant applications at the end of the season. KL also reported that there are approved grants with known invoices still to be received.	
7.	Marketing Update	
7.1	RC informed the Board that she will be attending ITB Berlin at the start of March and WTM LA in Sao Paulo the following month.	
7.2	AG asked if there were ways to track the success of attending each show. There was some discussion with regards to the types of shows, who attends and ways to record this. This is hard to track due to booking lead times and handing over to inbound travel agents.	
7.3	SM informed the Board that there might be a further option to promote jointly with LATAM with a UK road show, if budget allows.	
	Minutes confirmed this day of 2020	
	Chairman Secretary	