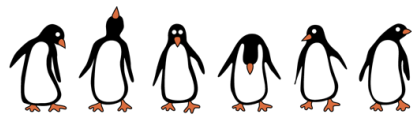


FALKLAND ISLANDS TOURIST BOARD



Falkland Islands

TOURIST BOARD

FOR PUBLIC DISTRIBUTION

Held at 8.30am on 22nd September 2021
Jetty Visitor Centre

These minutes are draft until confirmed at the next meeting of the Falkland Islands Tourist Board

Present:	Sally Ellis	SE	Chair
	Alex Olmedo	AO	Vice Chair
	The Honourable Mark Pollard	MP	MLA
	David Jeffrey	DPED	Acting Director of Policy and Economic Development
	Stephanie Middleton	SM	Executive Director, FITB
	Karen Lee	KL	Financial Controller, FITB
	Carli Sudder	CS	Director
	Tim Miller	TM	Director
	Morgan Goss	MG	Director

In Attendance: Carl Stroud (Chair of FITA) CSFITA

Minutes: Rachael Crowie RC

Public and Press 3 Members of the press and a member of the public

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Apologies were given for 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 24th June 2021</u>	
3.1	The minutes were confirmed as a true and accurate record.	

- 4 Matters arising from the minutes of the meeting held on 24th June 2021** **Action**
- 4.1 SM informed the Board that all updates have been covered in the supporting papers.
- 5. Executive Director Update**
- 5.1 DPED informed the Board that FIG is at the final stages of finalising the TRIP scheme.
- 5.2 DPED updated the Board that PWD/Ramboll are working on the outline design and costings of the pontoon area east of the Public Jetty. The Board expressed their concerns that the pontoon operators have still not been consulted before this stage. SM will arrange a meeting with PWD and the Harbour Master. DPED will share the proposal with the Board once this has been received. SM
- 5.3 The Board approved the Safe Travels stamp which would be welcomed with the international and national press. CSFITA will share the COVID safety procedures which he was asked to carry out for his business to receive an international recognition.
- 6. Management Accounts**
- 6.1 KL went through her paper with the Board and noted when looking at 2020/2021 accounts, half the subvention was spent on grants. JVC will extend the opening days from 3 to 6 days a week from mid-October. KL explained that FITB have started promotions on FITB imported stock. The accommodation grant has reverted back to the original percentage of 50/50.
- The final accounts to June 20 were ratified after the approval by email.
- 7. Marketing Update**
- 7.1 SE asked if the FITB presentation could be revamped for easier presenting on Zoom.
- DPED informed the Board that FIG is still working hard on the expedition guidance. There was a discussion about the feasibility of charter flights, DPED will follow this up on FITB's behalf. DPED
- SE asked if FITB are looking at other online social media platforms; RC confirmed that the Social Media Officer has been looking at the consumer trends over the past year to extend our online presence.

