FALKLAND ISLANDS TOURIST BOARD



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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 Apologies for absence
- 1.1 Apologies were given for Andrea Barlow.
 - 2 Declaration of interest
- 2.1 There were no declarations of interest.
 - 3 Confirmation of the minutes of the meeting held on the 24th June 2021
- 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.

PART 2 Action

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 paragraph 10 of Schedule 3 of the Committees (Public Access) Ordinance 2012 relating to information about relevant contracts and negotiations.

Members of the press and public left the meeting

8. Confirmation of the minutes of the meeting held on the 24th June 2021

8.1 The minutes were confirmed as a true and accurate record.

9. Matters arising from the minutes of the meeting held on the 24th June 2021

9.1 Statistics Contract – (9.1 in previous minutes)

SM informed the Board that the successful tenderer was Acorn Tourism Consulting Ltd., and a 5-year contract has now been signed.

9.2 **2021/2022 Budget – (9.2 in previous minutes)**

SM informed the Board that the TRIP scheme will commence on 1st October and FITB will assist with marketing the registered businesses.

9.3 Accommodation gradings (10.2 in previous minutes)

A Board member asked if the grading of the accommodation could be looked at overall, to confirm that this is being perceived correctly from the customers side, with the number of stars i.e., 4-star self-catering against 4-star hotel/lodge.

SM

9.4 Renewable Energy (10.3 in previous minutes)

SM informed the Board that she has a meeting scheduled next week to meet with FIDC.

Any other Business

Chairman

The Board thanked SE for her support over the years as Chair of the Board and also thanked MP and CS for their time on the Board as it is possibly their last meeting.

Minutes confirmed this day of 2021

Secretary