

**REPORT OF THE TOURISM & DEVELOPMENT
COMMITTEE MEETING HELD AT 1.10PM ON
WEDNESDAY 14 SEPTEMBER 2005 IN THE MEMORIAL
HALL SUPPER ROOM, ESPLANADE, KAIKOURA.**

PRESENT: Councillor S Thomas (Chair), Mayor K Heays, Councillor J Macphail, L Buurman, N Gold, T Kahu.

IN ATTENDANCE: S Grant (Chief Executive Officer), L Copping (Executive Officer), T Ayson (Kaikoura Star)

APOLOGIES: D Cleal, D Smith.

Moved by Councillor Macphail, seconded by Mayor Heays and resolved that apologies be accepted.

1. MATTERS ARISING FROM REPORT OF 10/08/2005

Representative for Committee

The committee decided the vacancy for a community representative should be filled by an individual not associated with tourism.

2. MINUTES ACTION LIST

Structure of Committee

A workshop was held on the afternoon of Tuesday 13th September where the structure and original intention of the committee was investigated. L Buurman advised after much discussion, members attending the workshop had felt the primary objective of the committee was to support the implementation of the tourism strategy alongside the new Tourism Officer, along with a review and update of the existing strategy.

The Chief Executive Officer advised the committee was responsible for setting the direction in what it wished to see implemented. Priorities should be set by the committee by way of initially developing the strategy and then driving it to ensure it was implemented.

Councillor Thomas asked if the existing strategy was reviewed and supported by the community, would the assistance of Council staff be available to help implement it. The Chief Executive Officer advised it would be adopted as part of Council's Long Term Council Community Plan, and in doing so a list of tasks would come from it. The costs would then be analysed and would be looked at as part of Council's budgeting

process. He advised he envisaged the new Tourism Officer would identify an individual for each task.

Councillor Thomas asked if the entire remuneration for the new Tourism Officer would come from the Tourism & Development committee budget. The Chief Executive Officer advised the position was advertised as initially being part-time however there may well be a lot of work to be done sooner rather than later and the committee would require advice and feedback on different actions it wanted implemented. He advised interaction between the Tourism Officer and the committee was essential from day one, and developing links and networks with business operators would also be one of the first roles. The Chief Executive Officer advised he did not believe the remuneration allocated would adversely impact on the budget set for the committee.

Orly Productions

Councillor Thomas advised it had been decided, following discussion at the workshop, that the production of a DVD by Orly Productions be put on hold until after the new Tourism Officer is appointed.

L Buurman advised there was a huge need for an image library of footage and suggested Orly Productions be approached to provide a quote just for gathering footage and excluding editing. She suggested the committee contact Orly to advise they had identified the need for raw footage and enquire if they would be happy to undertake such filming in order to provide access to library clips that could be used in the present market. Councillor Thomas advised it may be worth getting quotes from other providers and noted he believed there was a local person able to do such filming. T Kahu suggested it may also be worthwhile obtaining an hourly quote.

3. STATEMENT OF ACCOUNTS

The Tourism & Development Committee budget for the period ending 31 August 2005 was included in the agenda. Councillor Macphail asked if Green Globe membership and audit costs normally came from the committee's budget. The Chief Executive Officer advised while it normally came the Tourism & Development budget, it could be changed in the future.

4. CORRESPONDENCE

A letter from D Simpson was tabled at the meeting by Councillor Thomas.

Moved by Mayor Heays, seconded by Councillor Macphail and resolved that letter from D Simpson be received.

5. BUSINESS DISCUSSION GROUP MINUTES

Included in the agenda were the minutes of the Business Discussion Group meeting held 6 September 2005 which included recent consultation undertaken by the Business Discussion Group with the business community in the West End regarding upgrading of the West End town centre. Twenty submissions were received and summarized into two groups, one being aspects of the plan that were to be deleted, the other aspects of the plan that were agreed with or were to be added to.

L Buurman advised the lack of support for the plans tabled at the meeting had been extremely disappointing and frustrating for the group. She advised three years ago there had been a high level of support for the plans, however as the upgrade had been put on hold and because of the timelapse it had needed to be reviewed and since then there had been a marked change of ownership of businesses throughout the West End. She advised a letter would be forwarded to Council summarizing the situation to date.

The Chief Executive Officer advised while the Business Discussion Group had driven the plan and undertaken all the work to date, at the end of the day the decision to proceed would be a Council decision, further suggesting it could be referred to the Urban Design Group for review. He advised if an upgrade was not undertaken in the West End he believed the town centre would eventually die. The work undertaken to date on upgrading the other side of the stream, the amphitheatre, walkways and flood protection works undertaken by Environment Canterbury would all seem a total waste of money if the upgrade was not continued into the main street. He advised there needed to be a commitment to carry on regardless as something certainly needed to be done with the town centre. The Chief Executive Officer noted parking and the loss of any parking spaces appeared to be a common issue and felt if people were prepared to walk 50-60 metres from the carpark at the new shopping mall then they would surely be prepared to walk in the West End.

N Gold expressed disappointment in feedback received on the plans and suggested some of the work could be commenced such as footpaths and lighting, with issues such as carparking put on the backburner. L Buurman suggested outdoor dining would need to be finalized prior to embarking on any footpath upgrading, further noting the two hot areas of contention with the plan appeared to be over carparking and outdoor dining.

Mayor Heays suggested the committee recommend to Council that the West End upgrading investigations proceed and that a workshop be held to deal with some of the specifics in order for it to be progressed. Councillor Macphail advised he felt a "go forward" was required and noted most of the work had been undertaken and all that was needed was for controversial items

such as angle parking to be reviewed by an engineer to see whether such parking was in fact feasible.

The Chief Executive Officer advised as a Tourism & Development Committee, there should certainly be some input and comments from what the committee felt should happen.

The Chief Executive Officer advised the more committees or group that advocated for a particular proposal, the better and that while it may not be the committee's role to adopt such plans, it was certainly part of the Tourism & Development Committee's role to advocate for development.

Councillor Thomas suggested a workshop be arranged for early October to look at the town centre upgrade proposal and to form a proposal to be put to Council. N Gold advised she believed expert advice was needed as the plans were rather detailed. If an architect and engineer were to look at the issues they may well be able to come back with some solutions. The Chief Executive Officer advised angle parking issues could be looked at by Council's roading engineers who visited the district fortnightly. Campervan issues could be resolved by way of banning them from the area of angle parking and referring them to normal parks on the other side of the street.

L Buurman advised she had copied submissions received to architect D Rivers and noted he was very solutions focused. It would be useful to invite him to the workshop as he would have had time to absorb the feedback from the submissions and may be able to come up with some solutions to barriers to progress. It was noted D Rivers would be out of the country until 17 October.

The Chief Executive Officer advised there was no huge need for urgency as any major change in the West End would not want to be undertaken in the height of the season. In the meantime Council would carry on with the installation of the Lion's bridge, painting of the toilet facility and new rubbish bins throughout the town centre.

Mayor Heays advised he would like to see the committee reiterate its support to moving on.

Moved by Mayor Heays, seconded by Councillor Macphail and resolved that the Tourism & Development Committee support the Business Discussion Group by way of a letter advising of it's support of the ongoing development of the West End upgrade.

6. INWARD CORRESPONDENCE

Included in the agenda was a letter received from C Valkhoff on behalf of the Monitoring Sub-committee of the Business Discussion Group suggesting sculptures be erected at the north and south entrances to the town.

N Gold expressed concern that neither herself nor M Fissenden, members of the Monitoring Sub-committee, had knowledge of such correspondence being sent to Council.

L Buurman advised Kaikoura Information & Tourism Inc had commissioned stone carver Sam Genet to carve a stone sculpture at Seafest which would become the property of K.I.T.I. following Seafest and suggested it could possibly be used at one end of the town. N Gold advised she believed branding of Kaikoura needed to be looked at prior to any sculptures being erected at the town centre and suggested it branding would fall under the role of the new marketing person.

Councillor Macphail advised he felt a sculpture required input from the entire town as to what they wished to see at the entrance to their town. The committee decided they would revisit the matter following Seafest.

Moved by N Gold, seconded by L Buurman and resolved that the letter from Kaikoura Business Discussion Group Monitoring Sub-Committee be received.

7. TOURISM STRATEGY – TRANSIT NEW ZEALAND

Included in the agenda was a Notice of Requirement under Section 168 of the Resource Management Act 1991 relating to notice of a requirement by Transit New Zealand to alter an existing designation over State Highway 1 for State Highway purposes to accommodate potential future road widening, the boundaries of the existing designation. The committee was invited to make a submission to the application.

L Buurman advised she was concerned not so much about the widening but more the flow on effect of congestion into the West End.

The Chief Executive Officer advised under the previous regime, Transit had decided not to renew the designation however there had since been a change in Transit's regime and they now wanted it designated again. He advised when Transit notified Council that it wished to redesignate areas of Beach road Council took the view that traffic movements had changed quite substantially since the previous designation and decided to take the matter out for public submission to see whether or not it was of concern to the community.

Moved by Councillor Macphail, seconded by Councillor Thomas and resolved that the Tourism & Development Committee make a submission to Transit New Zealand's Resource Consent application advising of its opposition to the specific area being looked at without a more lateral view being taken into account and requesting the following:

- 1) Time line of proposed designation*
- 2) West End intersection redevelopment*
- 3) Suggest a heavy traffic bypass investigation*
- 4) Safety of pedestrians and cyclists be considered*

There being no further business the meeting closed at 2.20pm.