

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON TUESDAY 15TH AUGUST
2006 IN THE SUPPER ROOM, MEMORIAL HALL, 34
ESPLANADE, KAIKOURA.**

PRESENT: Councillor S Thomas (Chairperson), Mayor K Heays, Councillor J Macphail, D Cleall, D Smith, R Murray, N Gold.

IN ATTENDANCE: L Copping (Minutes Secretary), A Paterson (Tourism & Economic Development Officer).

APOLOGIES: W Stone, P McGahan, L Buurman.

Moved by Mayor Heays, seconded by N Gold and resolved that apologies be accepted.

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. AA Marketing
2. Freedom Camping progress report
3. Combined community facility
- 4.

2. MATTERS ARISING FROM REPORT OF 15/08/2006

Correction to minutes

D Smith requested an amendment to page 2 of the minutes advising he had merely asked how the process of gathering benchmark figures was coming along.

D Smith advised he had not requested the minutes to be bought up at Council but had merely enquired if the Tourism & Development Committee minutes were bought up at Council meetings.

3. MINUTES ACTION LIST

Development of Marketing Strategy

The Tourism Officer advised this project would be ongoing however a draft document was tabled which she was seeking feedback from the committee on.

Corporate Overheads

D Smith asked if the Tourism & Development Committee was the only committee charged corporate overhead charges from its budget. Councillor Thomas advised it was the only committee that

had an office. D Smith noted it appeared the committees allocation of funds from the Council budget was being eaten away by corporate overheads and asked for this to be clarified. Councillor Thomas advised he would seek clarification from the Chief Executive Officer.

4 NEW WHARF PLANS

Included in the agenda were the plans for the new wharf as requested at an earlier meeting. D Cleall noted there had been a slight change in the wharf plans from those viewed earlier and asked what consultation had taken place with users prior to changes being instigated.

Mayor Heays advised two fishermen had requested the positioning and length of the wharf be re-looked at as the original design had not allowed ample turnaround space. The wharf had since been extended past where it originally was going to be position and was positioned at exactly the same angle as the existing wharf.

D Smith noted the existing wharf had been a very popular spot for family fishing for many many years and hoped the new wharf would remain usable for this purpose.

5. SOUTH BAY JETTY

Plans of a new jetty currently being installed at South Bay were included in the agenda for information. Councillor Thomas advised initially the jetty was to be positioned adjacent to the slipway in sections however after 4 sections were installed it was noted more room was required to access the slipway so a slight adjustment was made to the positioning of the end part of the jetty which had been a very simple exercise.

Moa Point Sea Wall

D Cleall advised he had received notification of a further meeting regarding the seawall to try and discuss thing and iron our problems. He advised he believed the sooner work on the seawall was undertaken the better as it urgently needed protecting from large seas.

6. KITI ANNUAL ACCOUNTS

For information. Councillor Macphail requested for the committees congratulations to be passed to KITI on a well run organization noting most Information Centres in other parts of the

country were propped up financially by Councils and it was commendable that Kaikoura's Information Centre was not reliant on Council and was self-funding.

7. KITI REPORT

A verbal report was provided by N Gold, Chairperson of KITI. She advised the winter season had been relatively slow with a drop of approximately 1000 visitors for the month of August. While sales were up they were mostly driven by Seafest sales. N Gold advised while she was pleased with the small surplus in funds there was no room for error. One of the main areas KITI felt it would like Council to address was to have a full time marketing person.

Seafest

N Gold advised Seafest had been selected by Tourism New Zealand for its "Whats On" NZ Spring Festival campaign. There was also a huge increase in international media with 6-8 enquiries for information on Seafest being received each week.

Mayor Heays advised he had recently attended a conference where Tourism NZ were involved and they had pointed Kaikoura out as a fine example of how things could and should be done. He noted it was pleasing to see there was recognition happening.

8. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

North Canterbury Food & Wine Trail

The Tourism Officer advised she had recently attended a meeting where the possibility of setting up a North Canterbury Food and Wine trail was investigated as funding was available from Enterprise Canterbury. The next step would be more detailed presentations in each of the three districts to gauge the level of participation.

Air NZ DVD

The Tourism Officer advised she would distribute copies of the recently filmed Air NZ DVD to committee representatives once it was received.

Tasks

D Smith recalled at previous meetings the committee had discussed the tasks of the Tourism Officer deciding to formulate a priority list of tasks and asked if this had been attended to in his absence from recent meetings.

Councillor Thomas advised the Tourism Officer had presented the committee with priorities in a previous report which the committee had discussed and were happy with. Councillor Macphail advised the development of a marketing plan would identify where future priorities could be set.

D Smith asked the Tourism Officer if she was quite clear on the priorities the committee had set for her. The Tourism Officer confirmed she was clear on the job description and what was required from her in her position as Tourism & Economic Development Officer noting the job description was very broad and to date she had not touched on all aspects of it. The Tourism Officer brought it to the committee's attention that her role within Council did not just involve tourism however tourism appeared to be taking up most of her time.

D Smith requested a copy of the minutes where tasks had been set for the Tourism Officer.

9. URGENT BUSINESS

1. AA Marketing

The Tourism Officer advised the Automobile Association (AA) had taken the initiative to use their distribution channels and membership base to create and run a national domestic tourism campaign in light of their perception that a gap existed in the market. The campaign would focus on creating a list of 1010 Must Do's for Kiwis to capture the NZ public, encouraging them to experience a NZ holiday and discover something new about their own backyard.

Different investment levels for advertising had been offered with Christchurch & Canterbury Tourism committing \$15,000 and seeking an additional \$10,000 from districts.

The Tourism Officer suggested Kaikoura contribute \$2,000 to \$3,000 to the campaign which would run until May 2007 and noted she felt it would be marketing funds well spent.

Councillor Thomas advised he saw it fit that the committee invest a little money into the campaign believing it was value for money for the amount of people it would reach.

Moved by N Gold, seconded by Councillor Macphail and resolved that the Tourism & Development Committee allocate \$2,000 from

its budget to the Automobile Association 101 Must-Do for Kiwis Campaign.

2. Freedom Camping Progress Report

Mayor Heays provided an update advising Council parks and reserves to be included in Councils existing Traffic Control Bylaw would be selected by Council at its September meeting in order to enforce where campers may not freedom camp. He advised Council was desperately trying to get other stakeholders together for a meeting to get some form of commitment or statement as to how they wished their land to be dealt with in terms of freedom camping.

D Smith asked if the Council had now changed its mind and was now having a freedom camping bylaw as up until now it had always been a policy. Mayor Heays advised Council land throughout the district would now be added to the existing Traffic Control Bylaw.

3. Sports Complex Feasibility Study

Councillor Thomas advised there appeared to be a bit of ill feeling in the community regarding the proposed community facility concept for Scarborough Street and advised the Tourism & Development committee had supported funding \$5,000 toward a feasibility study for a combined sport complex.

D Smith expressed concern advising he was very puzzled as to why this matter was brought up. He did not feel the current controversy was with the Tourism & Development committee, but rather with the Council. The committee had supported a sporting facility feasibility study and it was never a feasibility study as to whether Council should be putting offices with a sports facility. He further noted it wasn't Council that had originally presented it to the committee, it was the local sporting industry.

Councillor Thomas advised he had brought the matter up for information purposes as there were a couple of members that may not have been aware of this.

4. Main Aims of the Committee

N Gold advised when she first joined the committee the priority was to look at the Tourism Strategy and to achieve what was in it and she believed this task had not been completed. The Tourism Strategy was a document telling the committee what it should be doing and therefore should be one of the current main aims of the committee.

D Smith advised he believed the Tourism Officer was going to collate information received from the Committee and then the committee would condense 3 of the main aims which would then provide the committee with 3 main aims to focus on and suggested a workshop be scheduled in order to achieve this. He suggested the committee get their suggestions to the Tourism Officer within the next week, that the information be collated providing a clear reason as to why the committee exists.

A workshop was scheduled for 3.00pm on Wednesday 27th September at the Winery.

There being no further business the meeting closed at 2.49pm.