

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 8
NOVEMBER 2006 IN THE SUPPER ROOM, MEMORIAL
HALL, 34 ESPLANADE, KAIKOURA.**

PRESENT: Councillor S Thomas (Chairperson), Mayor K Heays, Councillor J Macphail, D Smith, N Gold, P McGahan.

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

APOLOGIES: L Buurman, W Stone, R Murray, D Cleall.

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

1. MATTERS ARISING FROM REPORT OF 13/09/2006

New Wharf

A draft resource consent, prepared by D Todd of DTec Consulting Ltd, had been received by Council and signatures were now being sought from affected parties in order for a non notified application to be lodged with Environment Canterbury.

AA Campaign

The Tourism Officer advised Kaikoura had been in the top ten list approximately 50% of the time since the Automobile Association campaign had commenced. A travel documentary would be made in March 2007 featuring the top ten destinations. She advised an Automobile Association magazine was expected out later in the month which mentioned Kaikoura.

Freedom Camping

P McGahan requested an update from the Mayor regarding this matter. Mayor Heays advised signage was currently being made for placement in Council reserves to indicate that overnight camping was not permitted. In the interim Council's Security and Noise Control Officer had been requested to investigate what would be required to incorporate inspecting the outskirts of the town on his usual security rounds.

Mayor Heays advised all stakeholders had been met with and all were acutely aware Council was trying to address the problem however they had all indicated they were unable to help apart from on an education level. Council's Environment Development

Officer was currently preparing pamphlets to be distributed to campervans.

A Public Places By-Law was now being looked at by Council which would also take care of managing rubbish and litter issues within the district.

P McGahan suggested if Kaikoura was to uphold its By-Law it may put pressure on other districts by pushing campers out to other districts. Councillor Thomas agreed if Council enforced the By-Law with an iron hand then it would most likely push people out of the district however if it was enforced via education then it may force campers into camping grounds. He believed it was a national issue and advised he had spoken with members of the New Zealand Motor Caravan Association (NZMCA) who were very interested in leasing blocks of land throughout New Zealand for their fully self contained members to stay on.

Councillor Macphail advised the matter of freedom camping was in the hands of the Council, there were tools in the basket if Council wished to enforce it, and it would be further discussed at the next Council meeting.

P McGahan asked if Council were expecting East Coast Security to provide a proposal to Council for monitoring the problem throughout the district in the evenings. Mayor Heays advised at this stage East Coast Security had been requested to provide information on where freedom camping was occurring, and whether vehicles had self contained facilities.

P McGahan asked what would be achieved if Council passed a By-law but failed to enforce it and noted the By-law relating to traffic had been in effect since 1976 but never upheld.

D Smith firmly stated the By-law had indeed been upheld in the past, noting a time where a full time parking warden had been employed and had ended up having eggs thrown at him. He advised Council had found when introducing By-laws, to come down with a hammer had seriously detrimental effects on such a small town. D Smith believed the Council had a very hard decision to make and noted it was the Council's decision in the end.

P McGahan believed the By-law would not stand for anything unless it was policed and felt it was just a management issue and Council should not run the risk of losing out economically.

Moved by D Smith, seconded by N Gold and resolved that the minutes of the Tourism & Development Committee meeting held on 13 September 2006 be confirmed.

2. MINUTES ACTION LIST UPDATE

Develop a Marketing Strategy

The Tourism Officer advised she had circulated copies of a marketing plan to all members of the committee however she was still looking for feedback from some committee representatives.

Previous Minutes

The minutes of the Tourism & Development committee meeting held 12 July 2006 where the Tourism & Economic Development Officer's tasks were prioritized were tabled.

3. WORKSHOP NOTES 11/10/06

Councillor Macphail advised he had chaired this workshop and felt a lot had been achieved. The idea for the workshop was to give direction to the Tourism Officer.

It was noted that any new members to the Tourism & Development Committee should be given documentation such as the Tourism Strategy upon joining the committee. P McGahan suggested a comment on sustainability be included in the Tourism Strategy. Councillor Macphail noted sustainability was included in the Strategy and in the Committee's goals and objectives.

4. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT.

Australian Road Show 2007

The Tourism Officer tabled information regarding this event advising she had registered Kaikoura's interest in attending,

N Gold advised Council had funded attendance to this event in the past and KITI had attended representing the district as a whole. The Committee now needed to decide if it wanted to fund it again and if so, if perhaps the Tourism Officer should be attending. She advised if the Tourism Officer was to attend representing the region, KITI would still look at providing some joint funding with Council.

Trade Show

The Tourism Officer advised she had been very busy organizing the inaugural Kaikoura Activities & Attractions Trade Show which was held on Thursday 2nd November. The purpose of the show was to provide the ideal forum for all members of the tourism & hospitality industry and retail sector to chat with exhibitors to update themselves on activities and attractions available for the season.

Registrations were taken at the door which recorded 167 attendees. N Gold congratulated the Tourism Officer on providing a great Trade Show. Talking to other exhibitors she noted it had provided a great networking opportunity.

5. ENVIRONMENTAL & SOCIAL SUSTAINABILITY POLICY

Included in the agenda was Council's Environmental & Social Sustainability Policy which was recently reviewed by Councils Environmental Development Officer to ensure it met with Green Globe requirements.

The views of the Tourism & Development Committee were sought and requested by the Environmental Development Officer prior to the policy being adopted and made available to members of the public.

P McGahan felt the policy had very little social aspects to it and added it would have been useful to have been able to sight a copy of the old policy prior to it being reviewed to see what changes had been made. P McGahan asked if a survey on what the community thought of Green Globe had been undertaken as he believed a lot of people within the town thought it was a big joke and nationally it had no traction and it was little more than a marketing tool.

Councillor Macphail advised while Green Globe may not be the answer to all prayers it was something that Council could put its faith into and use to measure things within the district, noting no other town in New Zealand could put its hand up and say they were doing as well as Kaikoura.

P McGahan advised he was not convinced that Green Globe was making Kaikoura stand out as a district and believed there were other districts that were doing better than Kaikoura as Councils were now auditing their environmental work.

The committee requested the Environmental Development Officer to advise what changes had been made to the Environmental & Social Sustainability Policy before it was prepared to provide its views on it. It also sought from the Environmental Development

Officer what the issues were that had been raised by the community during the year as stated in the report.

There being no further business the meeting closed at 2.24pm.