

**REPORT OF THE TOURISM & DEVELOPMENT  
MEETING HELD AT 1.00PM ON WEDNESDAY 11  
APRIL 2007 IN THE SUPPER ROOM, MEMORIAL  
HALL, 34 ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor J Macphail (Deputy Chairperson), R Murray, K Ngapora, Mayor Heays, D Smith, P McGahan

**IN ATTENDANCE:** J Woodgate (Minutes Secretary), A Paterson (Tourism & Economic Development Officer).

**APOLOGIES:** L Buurman, N Gold, W Stone, Councillor Thomas, D Cleall

***Moved by D Smith, seconded by R Murray and resolved that the apologies be accepted.***

**1. *Matters to be raised as Urgent Business***

D Smith raised concern over where the Strategic Plan is at, also there was concern over the untidiness of the Kaikoura township. Please refer to Bullet point

P MccGahan – raises concern over the rubbish bins at the 2 wharves – he believes there is a need for four.

**2. *Matters Arising from Workshop Notes of 14/03/2007***

D smith enquired as to how the funding and progress is coming along with the town upgrades. Councillor Macphail responded that Council is waiting for contractors to deliver quotes and assured the committee that it was certainly on the priority list.

Councillor Macphail outlined the radio advertising plan put together by Radio Works for a period of 6 months which had been quoted at around \$20,000.

The Tourism & Economic Development Officer advised Mr S McFarlane of Radio Works had developed individual packages for businesses and was currently working on this. P McGahan enquired as to who was driving the campaign and further noted he did not feel that previous campaigns had been successful. The Tourism & Economic Development Officer responded that this project was taking a different marketing approach than previously trialed campaigns. She advised that other local businesses, including Donegal House, had had success with using this marketing median.

**3. *Ratification of Workshop motion***

**a. *Moved by Mayor Heays, seconded by D Smith, and resolved that the Tourism & Development***

- Committee**
- i. proceed with a winter advertising campaign with Radio Works to the value of approximately \$21,000.**
  - b) that a further \$5,000 be committed for the Tourism Officer to spend on hard copy marketing.**

**4. *Tourism & Development Statement of Accounts: To be tabled***

A Patterson tabled a handout of the committee's statement of accounts.

**5. *Tourism & Economic Development Officer's Report***

The Tourism & Economic Development Officer sought feedback from the committee as whether to supplement the radio campaign with pamphlets etc or look at using some other media. A billboard was originally mooted but was felt to be too expensive. Another more affordable option was Redbus advertising and information was tabled. The additional \$5000 would be allocated to advertising backing up the radio campaign; it was also good practice to have a visual aspect supporting the radio median. One months rental of one bus would be around \$2000, which did not include production or design costs. Perhaps look at different areas of the media to advertise in as well, possibly Radio Marlborough. P McGahan offered an opinion of running a competition to go hand in hand with the other advertising. A Patterson responded that she had had feedback that because Kaikoura was not an established destination we would be coming in blind, also this way can be more costly.

The Tourism Officer reported back on how well her presentation had gone with the Canterbury Roadshow and reported that all had gone well. It included a power point presentation as well as a DVD with images.

A new edition of the Tourism newsletter was handed out. Councillor Macphail advised he would like to see the Business Discussion Group together again however he was unsure how to go about this. It was suggested it would be worthwhile to contact John MacDonald as he was previously chair of this.

**6. *Urgent Business***

D Smith raised concern over where the Strategic Plan was at. It was not necessary to reinvent the whole current strategic plan, just to perhaps go over it in the winter months to see what parts needed to be improved or changed. Suggested that a 30 year plan should be looked at now. Matters that came to mind were the spread of the town, eg an industrial zone. What extra sewer services would be required in 10 years time. Councillor

Macphail advise some topics had been brought forward or had been addressed in the LTCCP.

D Smith advised that it was important for these issues to be addressed as the Tourism Committee was about development as well as Tourism, and it may have lost its focus on this over the years. D smith believed that the recycling centre should be moved within the next 12 months.

Mayor Heays clarified that in terms of Council's Long Term Council Community Plan it was a planning document that was designed to be a workable flexible document which was open to changes as the community developed.

P McGahan believed the committee could be more focused and effective if it had a real term of reference to give more guidance to the committee's members. It was suggested that this topic be put on the agenda for the next meeting.

D Smith mentioned the untidiness of the Esplanade and town. Driving around it appeared generally untidy and noted along the Esplanade there were large areas of road and footpath full of potholes. The toilets at the north end of the town were being used regularly however trucks had stopping there had left gauged muddy holes along the side of the road and suggested perhaps the area surrounding the toilet could be tidied up. P McGahan advised the committee that the potholes across from Fyffe house were in a terrible state and had been an on going issue for around 16 months.

P MdGahan advised there was a real need for an extra 2 readily available rubbish bins to be placed in the areas surrounding the wharves as there appeared to be a lot of plastic and rubbish as a result of fishing and recreational activities happening around this area.

P MccGahan requested that there be an update on the next agenda about freedom camping.

***There being no further business the meeting closed at 2.15pm.***