

**REPORT OF THE TOURISM & DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 9TH MAY 2007 IN THE MEMORIAL HALL
SUPPER ROOM, 34 ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Mayor K Heays, N Gold, L Buurman, R Murray, P McGahan.

IN ATTENDANCE: Linda Copping (Minutes Secretary), A Paterson (Tourism & Economic Development Officer), N Sherriff (Environmental Development Officer).

APOLOGIES: Councillor Thomas, K Ngapora, W Stone, D Cleall.

Moved by N Gold, seconded by P McGahan and resolved that apologies be accepted.

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. Tourism & Development Committee representative on the KITI Committee *N Gold*
2. Role of the Tourism & Economic Development Officer *N Gold*
3. Public Toilets *N Gold*

2. MATTERS ARISING FROM MINUTES OF 11/04/2007

Amendment to minutes

R Murray advised he had attended the April meeting and requested the minutes be amended to reflect his attendance. He noted D Cleall was absent from the meeting.

Moved by P McGahan, seconded by Mayor Heays and resolved that the minutes of the Tourism & Development meeting held 11 April 2007 be adopted subject to the above amendments.

3. CHANGE OF CHAIRMANSHIP

The Committee was advised due to a result of changed circumstances the current chairmanship of the Tourism & Development Committee had been reviewed by Council. Councillor Thomas and Councillor Macphail had both agreed that to better enable the Tourism & Development Committee to function it was appropriate for Councillor Macphail to be appointed as Chairperson of the Tourism & Development Committee and that Council had resolved at its meeting of 18 April 2007 to change the chairmanship.

4. MINUTES ACTION LIST

Terms of Reference

P McGahan advised he believed the Tourism & Development Committee needed to be very clear as to what its brief was and that ultimately it was Council's responsibility to set a terms of reference for one of its committees. He believed Council needed to have a very clear idea of what

the function of the committee was and what its functions were and noted it would be useful to provide a Terms of Reference to new committee representatives.

P McGahan advised he would also like to see how reporting worked as there had been a lot of gaps in reporting back to Council on freedom camping.

Councillor Macphail advised generally the committee had been set up to advise Council on certain issues and mainly to provide the Council with a tourism perspective in covering an area that Council did not have a full brief on. The role of the committee was to work with the Tourism Officer.

L Buurman advised there had been a change since the committee was first formed and started looking at the tourism strategy. She noted it was a little unclear as to how the committee worked and if it had the mandate to forward recommendations to Council. Councillor Macphail confirmed the Committee did have the mandate to forward recommendations to Council.

R Murray felt there was insufficient information fed to the committee and could not see that the committee actually achieved much.

Councillor Macphail advised the committee had had some very positive feedback. It now had a Tourism Officer who did a great job and the committee now had a budget of \$100,000.

Mayor Heays asked if there was a need to have tighter guidelines and noted there may be changes in personnel at the end of the year so perhaps it was a rather timely time to be doing so.

Councillor Macphail advised perhaps there was not enough feedback coming back to the committee and noted the committee did not get the opportunity to have input on development in the town when perhaps it should. Mayor Heays suggested a way that this could be done would be to offer to Council that the Tourism & Development Committee would like to be involved in discussion with development topics.

N Gold advised the committee seemed to have a handle on the tourism side of things but not on the economic development side of things and suggested that was where the weak link was.

P McGahan advised there were some grey areas floating around and it was important that Council define to what extent the committee was to be involved with development. The other part of it was that when a particular item happened it should be flagged to come back to the Tourism & Development Committee in order to close the loop.

Councillor Macpahil offered to meet with Mayor Heays on this matter to see what could be done in order to be a more focused committee.

R Murray advised he believed the Committee should be looking further out than what was presently happening and further out than just in the town centre as a fairly big contribution of ratepayer fund came from out of the town.

It was noted there was a reminder in the Tourism Strategy of what the committee was charged to do and suggested that if the strategy was reviewed it would provide the committee with a terms of reference.

Freedom Camping Update

Included in the agenda was a freedom camping update report provided by the Environmental Development Officer. She advised a lot of education and awareness on appropriate camping practices had been undertaken by way of flyers, signage, working with the New Zealand Motor Caravan Assn and working with a national tourism waste group. In urban areas, as shown in the graphs, there had been a drop off in the number of freedom campers.

The Environmental Development Officer advised in terms of future management, there was the Litter Act, Reserves Management Act and Traffic Bylaw that could be used locally by Council and she believed that Council had enough ability to manage freedom camping on Council land with its existing policies. It was also proposed that toilet facilities would be erected at Mangamaunu later in the year.

Councillor Macphail noted the toilets at Mangamaunu were not specifically being put there to allow for freedom camping, and would be put there for locals and day users primarily.

P McGahan advised he had raised this issue because he was still extremely concerned about freedom camping and the part it played in coastal pollution. He advised he was not convinced at all that there had been a significant reduction in people staying overnight. While he agreed with the approach in principal, it was like there was a piece missing and there appeared to be an absolute reluctance for the Council to deal with the matter.

P McGahan referred back to previous Council meetings and quoted minutes from meetings. P McGahan believed the problem was continuing at the same levels as the previous year at various sites around the peninsula and opposite the Sonic and noted the amount of camping at Armers Beach and the seal colony was still extremely high on occasion. P McGahan asked why the problem could not be grabbed and dealt with instead of being pussy-footed around. He believed it was a simple matter of having somebody to do some policing to get the message out, not necessarily hard line policing. P McGahan advised he understood M Devine of East Coast Security was to be contracted to do some monitoring work but believed that it did not happen.

Councillor Macphail advised while he personally agreed with P McGahan there were seven Councilors and not everybody thought the same and it

had been decided by the Council, as a whole, to take the role of education rather than enforcement. Many other regions were looking to Kaikoura in terms of freedom camping. The Council were very much aware that tourism was the hub of the town's economy and did not want to scare that away.

R Murray asked if there were enough facilities in the district so people did not have to freedom camp and if so, were they in the right locations.

Councillor Macphail advised from his understanding, from the hearing of submissions to the draft Freedom Camping Policy in August 2006, that there was enough capacity in the district, that they all had excellent facilities and that people chose not to use camping grounds. He believed the reason people were freedom camping was because the views were good, it was free and there was nothing stopping them

The Environmental Development Officer advised nationally freedom camping was an issue and there was no easy answer to it. She advised Council had worked with Department of Conservation, Transit and Ngai Tahu and it was not something that was going to be solved by a ranger running around telling people to move on.

P McGahan advised he had stressed for over two years how simple it was to manage freedom camping and he was not going to let the matter go.

A point of order was called by the chairperson.

P McGahan advised he was not clear on where the Council stood with freedom camping and recited minutes from Council meetings of 2006. He advised one of the things with a bylaw was if that bylaw was adopted, one of the parts of the responsibility that went with it was to uphold the bylaw and he believed that nothing had changed after all the energy, time and costs that had gone into it over the past two years.

Councillor Macphail asked P McGahan what exactly he wanted the committee to do and noted to P McGahan that he was aware how passionate he was about environmental issues. Councillor Macphail advised while he happened to agree with P McGahan on this matter they had to work as a committee and as a Council.

P McGahan advised he did not want to see freedom camping banned from the district, all he wanted was a pragmatic decision going on. The simple fact was the beaches were filthy, there was excrement in the reserves that was continuing to occur. He advised he did not want to be involved in groups that sidelined things and demanded to see some action. It was about the Council setting some clear boundaries for its visitors, and demanding respect from the visitors.

Mayor Heays advised the difference between a bylaw and policy was that a bylaw could be enforced however it was up to the Council as to whether it wished to take an enforcement approach. Council had spent a lot of time

sifting through its bylaws so that it did not have to reinvent the wheel and had deemed its existing bylaws as appropriate to manage freedom camping. Staff had been sent to monitor freedom camping and it was shown in graphs in the agenda that numbers were down. Thousands of pamphlets had been distributed to 5 different campervan organizations. Mayor Heays advised he personally believed there had been a downturn of freedom camping, especially along the Esplanade and at South Bay and he believed Council had made good progress without upsetting its tourism.

R Murray asked if monitoring was going to be ongoing. The Environmental Development Officer advised it was her intention to continue monitoring it in order to have a benchmark to look back on. Mayor Heays noted Council had looked at employing someone to monitor, educate and enforce however the cost was going to be too high.

P McGahan advised he was looking for some bold signs of leadership. While he felt it was great what the Environmental Development Officer had been doing he believed it was easy to put matters such as this on the backburner by monitoring. He advised it was not that hard but Council needed to be prepared to spend some money and suggested the budget of the committee could be used as he believed it was linked in with marketing as the enforcement aspect of it was marketing and believed \$8,000 to \$10,000 would be well spent by the committee. Kaikoura was continuing telling people that it was clean and green and the Chief Executive Officer had said in an article in the Christchurch Press recently that the Council had to walk the talk. P McGahan believed it would be marketing money that would be very well spent and could be a means to providing funding in the short term.

L Buurman advised she did not see marketing as an enforcement activity and suggested for the next meeting that P McGahan put forward a solution by way of a solution focused short paper, noting she did not know what the committee was debating as it was all very vague.

P McGahan advised he would bring a paper to the next meeting.

5. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

Radio Advertising Campaign

The Tourism Officer provided a verbal report due to having been absent from Council offices while attending the Australian Road Show. She advised the radio campaign had started at the end of April and that Radio Works had approached businesses throughout the district offering them various options to run alongside Council's campaign.

Tourism research

Information from the recently completed surveys had been inputted however the Tourism Officer advised she had not had the chance to analyze the information. Once analyzed the information would be sent out to the committee and included in the next tourism newsletter.

Department of Labour

The Tourism Officer advised the Department of Labour had recently visited the district and undertaken workplace visits and that various workshops and seminars would be held shortly.

Action Day Against Whaling

An action day against whaling, held by Whale Watch was due to take place on 12th May in the Memorial Hall and a display and talk would be given by the Tourism Officer.

Australian Road Show

The Tourism Officer advised 380 key agents were reached in Melbourne, Sydney, Brisbane and the Gold Coast and she was the only person representing a whole district rather than being product specific. The Tourism Officer advised overall the roadshow had gone very well and provided Australian agents a real perspective of looking at Canterbury as a region. Listeners felt it was a very good format and found it much easier to follow and take in than in previous years.

TRENZ

The Tourism Officer advised she was busy preparing for TRENZ which was being held in Rotorua and would be representing the Kaikoura district along with Kaikoura I-Site, Hapuku Lodge, Whale Watch, and Maori Tours.

6. URGENT BUSINESS

1. Committee Representative on KITI Committee

Councillor Macphail offered to be the replacement Council representative on the KITI Committee following the change of chairmanship of the Tourism & Development Committee.

2. Role of the Tourism & Economic Development Officer

N Gold advised she felt the committee should be pushing for a part time Economic Development Officer, or alternatively an assistant for the Tourism Officer.

Mayor Heays suggested a recommendation such as that would need to go to the Chief Executive Officer and noted it was the Chief Executive Officer's job to hire and fire staff.

The Tourism Officer advised in terms of non tourism matters and economic development, there were a lot of projects that she did not have the time for and mostly her role was about prioritizing which meant economic development matters got continually pushed to the bottom of the pile.

The Tourism Officer agreed the committee should not just be focusing on tourism and acknowledged a part-time assistant would certainly be helpful.

Councillor Macphail asked, from a funding point of view, whether the funds would come from the committee's budget.

Mayor Heays noted economic development was mostly undertaken by the Planning Department and the Chief Executive Officer however it may be timely for the Chair to speak with the Chief Executive Officer regarding this matter since Council was currently preparing its budget.

N Gold advised in national government there was a lot of funding available however it was all about tapping into it and advised she had seen where an employee was charged with finding half of their salary through funding.

P McGahan suggested a workshop on this matter may be useful in order for the committee to get its heads around it and in order to be really clear about what it felt it needed and wanted prior to reporting to the Chief Executive Officer. N Gold felt if the committee looked at the Tourism Strategy and Terms of Reference then the answers would be in there and suggested perhaps the next meeting needed to be longer.

R Murray believed the matter needed to be discussed with the Chief Executive Officer.

Councillor Macphail suggested the Tourism Officer list the things that she felt were slipping through the cracks.

3. Public Toilets

N Gold advised it was raised and noted at the recent KITTI meeting that Council was going to do something about the West End toilet facility and was suggested that everyone visit the toilets and have input. It was suggested artists be involved in order to make the facility something for people to remember for the right reasons such as making the door a whale's mouth. She advised KITTI received a lot of complaints about the current rundown toilet facility.

Mayor Heays advised it would be good to have input from KITTI on the toilets. Council was going to be meeting and brainstorming on the toilets and looking at how they could be enhanced as the facility was past its useby date.

N Gold advised vandalism seemed to be a big problem and suggested perhaps the majority of toilets should be locked up at night, leaving just one open. L Buurman recalled this matter being discussed in the past and suggested there may be scope to broaden it with a freedom camping monitor.

Councillor Macphail suggested it would be good to have the Business Discussion Group back up and running. L Buurman advised she would contact J Macdonald.

It was decided the June agenda would be totally focused on the Tourism Strategy.

There being no further business the meeting closed at 2.41pm.

