

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

**PRESENT:** Mayor K Heays (Acting Chair), R Murray, K Ngapora, D Smith, P McGahan, N Gold

**IN ATTENDANCE:** J Woodgate (Minutes Secretary), A Paterson (Tourism & Economic Development Officer), A Cowdry (Kaikoura Star), M Mansbridge

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

## 1. Matters to be raised as Urgent Business

### 2. Matters Arising from Report of 09/05/2007

P McGahan enquired if any further discussion had occurred between Councillor MacPhail and Mayor Heays as to the direction of this committee – this to be on next minutes action list.

N Gold enquired where to from now regarding the part time Economic Development Officer. Mayor Heays responded that it had been expressed to the Chief Executive Officer and he was currently thinking it over. N Gold was reassured that the Chief Executive Officer was aware the committee had requested another part time Economic Development Officer.

N Gold expressed that this process could be very time consuming. **The committee agreed that this topic needed clarity.**

P McGahan has not come back with a report on freedom camping as yet. He will prepare something with L Buurman that is short and precise for the next meeting.

### 3. Minutes Action List

Meeting	By Whom	Progress
<b>11 APRIL 2007</b>		
Make improvements/amendments to Strategic Plan during winter months	Full Committee	
Terms of reference	Full Committee	Workshop mode
Sister Cityship	Monica Mansbridge	Attending Meeting
<b>9 MAY 2007</b>		
Prepare a solution focused short report on freedom camping	P McGahan	In Progress – August agenda.
Contact J MacDonald re starting up the Business Discussion Group	L Buurman	Have had a preliminary business discussion meeting with around 10 people attending. Resolved that there will be a core committee.

		Feedback in around 2 -3 weeks
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#### 4. *Sister Cities*

- **1.00pm Monica Mansbridge was present to speak to the Committee re Sister City Ship with Lahaina, Hawaii.**

Lahaina is a beautiful old town that was established in the whaling days, a very historic town. This is a popular destination for Whale Watching and Scenic Tours. This concept has been at this stage for many years but the previous Mayor failed to venture across to sign the agreement in Hawaii.

Several areas require the sister city acknowledgement before such activities and support can be offered to High School Exchanges etc. This town currently has over 3 million visitors per year.

They have such matters as freedom camping, town planning and signage issues absolutely sorted.

There is a waste minimisation programme in place where all plastics are recycled and are turned into lumber – plastic timber which is then used in wharfs and other infrastructure. They are willing to send their engineer over to Kaikoura for 6 weeks period to help start up plant for creating lumber. In Lahaina there are many types of festivals – wine and cultural. It would be beneficial to pick this project up again as quickly as possible. There has already been a strong link established.

A positive that has been suggested by the people of Lahaina is that on their booklets / brochures they will advertise Kaikoura as a destination, reciprocal with us advertising them.

The agreement last time was that Air New Zealand sponsored 4 tickets to Hawaii, a week's accommodation and advertising.

M Mansbridge has offered free accommodation if the representatives came over.

Their retail space is the highest turn over in the world.

This needs to be signed off from Council.

D Smith commented that he was Chair of the committee years ago when this was first bought up and still totally supported the Sister City idea and believed that the idea should be cemented and put in place. There are no disadvantages in doing this as far as Mayor Heays was concerned. All this is nothing new.

***Moved by P McGahan, seconded by R Murray and resolved that the Tourism & Development Committee support any Sister City investigations and make a recommendation to Council that a Sister City relationship with Lahaina be pursued.***

#### 5. *Top of the South Promotions*

- **1.30pm Peter Halligan was present to talk to the committee about an annual cycle event within the district**

This idea has been around for some time. This event is about **innovative** fun events – “The Moa Hunt”.

This event will start from the Kekerengu Store, who also are sponsors. Full circuit about 40km – any where from 2-6 hours to complete the race. Top of the South are principally about marketing regions.

The theme for the Moa Hunt – fun with a bit of mystery. This has come to **fruition** with sponsors and, Moa Beer are the principle sponsors. These sorts of events are huge, million dollar events. The Moa Hunt will be hugely beneficial for the Kaikoura region. This is aimed at a national target market. On average you have 5.7 people

coming with each rider. The access will incorporate farmland that is usually inaccessible to the average Joe. This could potentially be the best event in the country. To pitch this we need to go to another level which includes more sponsorship and cold hard cash. This event needs the committee commitment through means of cold hard cash over a period of a year to get the event off the ground. Have access to TV coverage, subscribers, all this is at a cost though. Obvious benefits for this region are the positive fun experiences – word of mouth marketing – expose the region for everything that is good – create a new market for this region.

Taupo District has a 10 year strategic plan – they now run an event every weekend. The Moa Hunt may become an iconic event.

The Committee asked what figure did Top of the South Promotions have in mind – responded that there were four levels of sponsorship and they would like to see this committee put in \$10,000.00. Kaikoura District Council would be an identifiable sponsor for this event. This should be a 1 night stay event. The numbers are limited to 500 people. Want to see how this goes first, the impact on the store and farms.

R Murray reported there had been little discussion with Kekerengu residents so far about the feel of the race, but believed that it was positive. It created a community in Kekerengu and put it on the map. In the grape ride event the hoteliers and local restaurants really promote the event as well, tie it all in together.

On the website Top of the South Promotions will have a link for Kaikoura accommodation from the bike website. There are many options for the software side of things for links to local businesses. Would encourage more spot prizes to advertise as well on the website – this is great exposure. Need the support from Council.

Allan Scott Wines is hosting the launch night – Top of the South Promotions will send out invitation shortly.

## **6. Tim Archibold Developments**

- **2.00pm A representative from T Archibold Developments was present to discuss Council support to encouraging businesses to the district.**

Jodie Neal – she is currently working with businesses nation wide to help with strategies, also incorporating being a marketing director. Reasoning to come here today was to meet this committee and see what role this committee plays, if **there** are some linkages with what she is doing in Kaikoura.

So far she has made contact with over 200 business owners around Kaikoura.

She stated that from her observation potential business owners felt there was a bit of a disconnection happening with the layout of the town. What is the feel for where West End is going?

A lot of services are looking at Beach Road; Westend has more of a feel similar to the strip in Christchurch perhaps incorporating bars, restaurants, arts and crafts.

With the wharf development they are looking at boutique hotels, high end restaurants and tourist operators. J Neal enquired as to whether it has to be up to the developers to how Kaikoura developed?

D Smith commented that Beach Road had for some time been a potential settling spot for the Kaikoura Township. The West End may be seen to be more of a tourist spot. J Neal mentioned that Beach Rd was viewed by outsiders as the place to develop. J Neal advised she was eager to try and find publicity in Kaikoura rather than paying for own advertising, and try and connect with the feel of Kaikoura. They are currently working behind the scenes with tourist operators that aren't so seasonal to go into the wharf. J Neal would like to become involved, possibly become apart of this committee, keen to stay on the pulse of Kaikoura. The project happening at the wharf needed to be done carefully and consciously, sees this committee as an opportunity to help this out.

P McGahan stated that there was some community concern about establishing businesses like night clubs etc.

J Neal stated Hanmer Springs had great offerings with families etc wanting to go back for the all weather experiences. Kaikoura had nothing really like this – need to come up with some ideas to bring back people.

Mayor Heays stated that Councils have never been in the business of putting things where they should go, preferred things to happen by natural progression. Council can however have plan changes and support ideas.

D Smith stated that Council's role was mainly to support the businesses that were already here. Council cannot get into individual emotions on certain developments.

A Patterson commented that it would be handy to have outside knowledge of what developers had in mind.

P McGahan commented that this conversation has been very useful as this committee needed to focus on the economic development side of the committee. It was vital that the community got to have its say as well.

J Neal stressed that the wharf had huge potential with the whole Green Globe concept – the developer could not do this alone it would need the backing support of community and Council.

D Smith mentioned that all the ideas discussed had been great however the committee did not want to be seen favouring one developer and needed to be a balance for the community.

Consensus from business owners from the Mall was that they do not want to start business there until next summer. Most contractual agreements do not start until early 2008.

#### **7. Tourism Officer's Report**

- Visitor TV - Updated that **Visitor TV** had not had any commitment from individual businesses in town. **A.Paterson told Committee that she had been approached by Visitor TV who were proposing to feature Kaikoura free of charge for a limited period. Committee agreed that this should be pursued and authorised A.Paterson to release Kaikoura footage for use.**
- Stuart MacFarlane from Radio Works **has been contacted for an update and stated that some additional ads had been taken by a Kaikoura business. Committee is quite keen to look at using additional budget to extend the existing advertising campaign in October with potential inclusion of Seafest.**
- Been approached by TV Good Morning Show – focusing on Maori language week – 23 – 27 July. **Kaikoura prize package has been put together.**
- **Canterbury Regional Arts Guide - a A5 brochure is available to advertise in for around \$400.00 per page. This will be a major support for local arts and crafts. Committee agreed to allocate the necessary funding for this project.**
- Mayor Heays will investigate what the Tourism Officer's spending allowance is without consultation to the Committee.

*Moved by Mayor Heays, seconded by K Ngapora and resolved that the Tourism & Development Committee put \$400.00 toward Canterbury Regional Arts Guide A5 brochure.*

- **Suggestion from Committee that they should write a letter to those Kaikoura businesses which continually support Tourism & Development Committee funded promotions to thank them for their support with promotion and prizes.**

*Moved by Mayor Heays, seconded by N Gold and resolved that the Tourism & Development Committee move into Public Excluded.*

*Moved by Mayor Heays, seconded by D Smith and resolved that the Tourism & Development Committee move out of Public Excluded.*

*Moved by D Smith, seconded by N Gold and resolved that the Tourism & Development Committee respond to the request of a one off payment of \$5,000 to Top of the South Promotions to kick start what is seen as a potentially major annual District event and be prepared to support in-kind where possible.*

*There being no further business the meeting closed at 3.40pm*