

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 12
SEPTEMBER 2007 IN THE SUPPER ROOM, MEMORIAL
HALL, 34 ESPLANADE, KAIKOURA.**

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

IN ATTENDANCE: L Copping (Minutes Secretary), A Paterson (Tourism & Economic Development Officer), A Cowdry (Kaikoura Star), K Muir (Marlborough Express).

APOLOGIES: L Buurman, Councillor Thomas, D Cleall, D Smith, M Unahi.

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

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. Update on Rubbish Bins

P McGahan

2. MINUTES TO BE CONFIRMED

Moved by Mayor Heays, seconded by R Murray and resolved that the minutes of the Tourism & Development Committee meeting held on 11 July 2007 be confirmed as a true and accurate record.

3. REVISED TOURISM STRATEGY

Included in the agenda was a copy of the revised Tourism Strategy action list, as a result of the workshop held on 8th August 2007. The Tourism Officer suggested there may be additional things to be added to the Strategy. Councillor Macphail concurred and noted essentially what the committee had ended up with was a marketing strategy document which was what it had set out to achieve.

4. REPORT ON FREEDOM CAMPING

A report was included in the agenda from committee representative on Freedom Camping as the result of a request from the May meeting. The report included a summary of issues, actions taken, the situation to date, and the results of a survey undertaken by P McGahan in 6 different locations throughout taken over 12 random days. An appendix was also included which outlined the estimated costs of employing a part-time season worker to implement the strategy of education and to assist with upholding the Bylaw.

P McGahan presented the report and acknowledged the work undertaken by Council on this issue to date such as brochures being placed in campervans and signage placed into 3 Council reserves. P McGahan felt there was very little difference in the number of freedom campers over the 2006/07 summer compared to other years and that it would be an

ongoing issue unless there was action on the ground with an officer checking on various sites throughout the district. He suggested monitoring would only need to occur over the summer months, would only need to be undertaken for approximately 4 hours per day, and could be incorporated with rubbish being picked up along the district's beaches.

R Murray suggested there may be people who lived in areas such as Oaro, Black Miller and Hapuku that would be prepared to monitor their areas. There were people in the community who were proud and would be eager to protect it. He believed how it was undertaken was important as there could be a lot of promotion throughout the district if done properly. P McGahan advised he believed it could possibly be a marketing opportunity also and that there were funds in the Tourism & Development Committee's budget that could go towards it.

Comments from an email sent to the committee by L Buurman, were read in her absence. L Buurman advised she had been a long time supporter of having a person employed as a community caretaker over the high season in Kaikoura to monitor litter, the state of public toilets, parking, and generally a roving information officer to monitor freedom camping. L Buurman advised she had requested this via a submission to Council's Annual Plan and had received a follow up letter advising Council had agreed to look seriously at this matter.

R Murray suggested more signage be placed throughout the district.

Moved by P McGahan, seconded by R Murray that the Report on Freedom Camping, supplied by P McGahan, be received.

Moved by P McGahan, seconded by R Murray that the Tourism & Development Committee recommend to Council that an officer be appointed on a part-time seasonal basis to implement the strategy of education and to uphold Council's Bylaw.

The motion was put and carried.

K Ngapora entered the meeting at 1.26pm.

5. MINUTES ACTION LIST UPDATE

Business Discussion Group

Comments received from L Buurman via email were read in her absence. She advised an email had been widely circulated to a large number of businesses to re-establish the Business Discussion Group however the response had been extremely disappointing. The steering group, formed at a recently held public meeting, would now meet to discuss and decide on the next steps.

Direction of the Tourism & Development Committee

Councillor Macphail advised he and Mayor Heays had discussed the direction of the committee with the Chief Executive Officer and as a

result believed the role of the committee was to implement the Tourism Strategy and to direct Council's Tourism Officer.

Spending Allowance of Tourism Officer

Mayor Heays advised there was a system in place that identified clearly what the Tourism Officer was delegated to spend without approval from the Committee. The Tourism Officer noted this item referred to the spending of small amounts if needed between meetings.

6. STATEMENT OF ACCOUNTS

It was noted by the committee that many items in the budget were over calculated and therefore left a larger surplus than shown.

7. TOURISM OFFICER'S REPORT

The Tourism Officer advised she had attended several meetings, one being a meeting at Kekerengu with East Coast Community Organisation (ECCO) and P Halligan, Moa Hunt organiser, to discuss the upcoming race. The Tourism Officer advised it had provided a good opportunity to speak to community members and tourism operators from the northern end of the district.

Visitor Research

Results from the surveys carried out in March and April had been analysed and would be posted on Council's website shortly. The Tourism & Economic Development Officer advised she believed it was important to continue conducting such surveys and suggested they be undertaken every 6 months in order to develop detailed district level visitor data.

Visitor Guide

A good response to the visitor guide proposal was being received and to date 30 operators had signed up.

Radio Works Campaign

Councillor Macphail advised he believed it would be worthwhile following up feedback from local businesses on how well this campaign had worked.

8. CORRESPONDENCE

Letter of Resignation

A letter of resignation was received from committee representative, D Cleall.

Runanga Representative

A letter was received from Te Runanga o Kaikoura Inc advising Ma-rea Unahi would be the Runanga representative on the Tourism & Development Committee. The letter also advised Miriama Kahu offered support to the committee.

9. URGENT BUSINESS

P McGahan advised he had recommended that rubbish bins be placed at both the old and new wharves and requested an update as no bins had been placed at these sites to date. Councillor Macphail advised he would bring this matter to the attention of the Environmental Development Officer.

10. PRESENTATION FROM ALPINE PACIFIC TOURISM

S Pearson of Alpine Pacific Tourism provided a presentation to the Committee and requested funding for the production of a map for the area that included Hurunui, Hanmer Springs and Kaikoura, known as the Alpine Pacific Tourism Route and also for an Australian Media campaign set for autumn 2008. He advised in order for Kaikoura's profile to be raised in terms of marketing the Alpine Pacific Touring Route it was time for Kaikoura to come on board financially.

Councillor Macphail advised he supported both projects. N Gold advised she was happy to support it as she had seen what the Alpine Pacific touring route had done for Kaikoura. Mayor Heays believed it was time Kaikoura crossed over boundaries and started working with its neighbours. K Ngarapo advised he believed it was a great idea.

Moved by N Gold, seconded by K Ngarapo and resolved that the Tourism & Development Committee support Alpine Pacific Tourism request for funding being:

- 1) \$5,000 for production of Alpine Pacific Touring Maps***
- 2) \$5,000 for Australian media campaign to promote Alpine Pacific Touring route.***

There being no further business the meeting closed at 2.37pm.