

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 13th
AUGUST 2008 IN THE MEMORIAL HALL SUPPER
ROOM, 34 ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Councillor J Ransley, Mayor K Heays, M Unahi, S Rattray, K Ngapora, N Gold, M Fissenden, R Murray, D Smith.

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

APOLOGIES: L Buurman

Moved by N Gold, seconded by Councillor Ransley and resolved that apologies be accepted.

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. Industry
2. Abolition

D Smith

Mayor K Heays

2. CONFIRMATION OF MINUTES OF 11/06/2008

Moved by Mayor Heays, seconded by M Fissenden and confirmed that the minutes of the Tourism & Development meeting held on 11 June 2008 be confirmed as a true and accurate record subject to the following amendment:

Remove S Rattray from being present at the meeting.

3. MATTERS ARISING FROM CONFIRMED MINUTES

Outstanding KITI invoice

N Gold noted an invoice from KITI to Council remained outstanding.

K Ngapora entered the meeting at 1.06pm.

4. CRUISE SHIP PRESENTATION

Mr C Harris, of McKay Shipping Auckland, attended the meeting and provided an informative and exciting presentation on the cruise ship industry, including the future potential for Kaikoura to be included as a destination port.

Councillor Macphail asked the committee how it wished to continue with this matter and advised he would speak with C Harris to see how Kaikoura should move forward. D Smith advised he believed it was a great opportunity for private enterprise to take up on. S Rattray advised he would take the presentation to the next Envision Kaikoura meeting.

5. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

A Paterson presented the report outlining a number of meetings she had attended to date since July.

She advised the latest Tourism Newsletter had been sent out in mid August, with plans for more regular newsletters to be sent out to ensure tourism and hospitality businesses were fully aware of projects currently underway.

Ellerslie Flower Show

The Ellerslie Flower Show was purchased by Christchurch City Council earlier in the year meaning it would now be a Christchurch based event. The Tourism Officer advised she had been approached in the past to see if Kaikoura wanted to enter as a district and had taken up on the offer now that it was being hosted in Christchurch. A small team of volunteers had been formed who were currently working on a design to be submitted in the Small Exhibition section. Once final design stage was reached it would be taken out for sponsorship.

Spring Challenge Event

The Tourism Officer advised organizers of the upcoming Spring Challenge event were busy finalizing aspects of the race and had received confirmation to erect a marquee at Ocean Ridge subdivision for the prizegiving function.

Request for Funding – Moa Hunt

The Tourism Officer advised she had received a request for funding for the 2008 Moa Hunt event, noting the Committee had donated \$5,000 towards the inaugural 2007 event. The 2007 event had been a great success and the organizers were growing the event with plans to keep developing and strengthening it. The request was for funding toward additional banners which were expected to cost approximately \$3,000 and the committee's support was sought by the Tourism Officer.

D Smith advised he felt if any funding was given then a request should be made to the organizers that Kaikoura accommodation be linked to the Moa Hunt website.

M Fissenden believed the event already had its legs noting it had gone from an event of 400 competitors in 2007 to 1000 competitors in 2008. He believed the event already had buy-in from accommodation and food providers and that the Committee should not be contributing to an already established event. D Smith commented it could also be looked at from the point of view of did the district want to keep the event going.

Mayor Heays advised if the committee was to fund the event again it needed to see what it was getting for its contribution.

N Gold advised events such as this normally had a sponsorship package and noted the committee's contribution of \$5,000 to the 2007 event was shown as a secondary sponsorship and was included with the likes of those that had given a \$30 voucher.

D Smith advised in order to avoid future debate for event funding requests, this request clearly highlighted the need for an events policy which clearly stated the committee's funding was on the basis of an initial starting package.

Councillor Macphail suggested the Moa Hunt organizers provide a more specific request for the committee to look at.

R Murray advised there were opportunities Kaikoura businesses could have picked up on for themselves and he hoped they took advantage of those opportunities at the 2008 event.

6. ENVISION KAIKOURA

S Rattray advised a new group entitled "Envision Kaikoura" had been borne out of discussion with the business community of Kaikoura and was an extension of the former West End Business Discussion Group. He advised Envision Kaikoura encompassed all businesses rather than just West End businesses, now that the business centre of Kaikoura was split between the West End and Beach Road. A constitution had been discussed and formed at recent meetings which covered key objectives and focuses and this had recently been signed off on resulting in the forming of an incorporated society, under a similar model to what had been formed and being used by Hanmer Springs businesses.

7. REGIONAL GOVERNANCE GROUP

Councillor Macphail provided a brief update on the recently formed Regional Governance Group which was now called "Canterbury Economic Development Company".

Canterbury had not had access to funding from NZ Trade & Enterprise in the past as it was required to be representational throughout a region, hence the group being formed. The Canterbury Economic Development Company was made up of clusters, with North Canterbury being the cluster made up of Hurunui, Waimakariri and Kaikoura District Councils and being represented by Councillor Macphail.

Councillor Macphail advised while there were a lot of hoops to get through to access funding, there was \$11million available nationally per year.

8. KDC SIGNS BYLAW

Included in the agenda was Kaikoura District Council draft Signs Bylaw which had recently been available for public consultation. A proforma submission had been lodged by the Tourism Officer advising the Tourism & Development Committee may lodge a submission as a result of today's meeting.

A submission was tabled from a local business outlining concerns at the inability to put a sandwich board in a residential area. D Smith advised he had read the tabled submission and believed it made good sense. He advised the submission talked about the balance between advertising and

maintaining a small coastal town and he commented that without the businesses there would be no small coastal town. D Smith's message was to be realistic to the approach of signage – it was hard enough being in business in Kaikoura already so please don't kill it. He also wished to point out to Council and the Tourism & Development Committee that there were other businesses in the town other than tourism businesses.

D Smith noted a lot of businesses were in business on Beach Road before it was zoned residential and he challenged the underlying zoning of Beach Road.

S Rattray believed there needed to be a process in place so that a group or authoritative person could say the bylaw was what Kaikoura was about. He believed the draft Signs Bylaw was archaic and noted a big sign was not necessarily a bad sign, further noting there needed to be some grounds as to the realms of good taste.

The Committee agreed to form a sub-committee with the following representatives:

- M Fissenden
- S Rattray
- N Gold

and it was agreed the subcommittee would prepare a draft submission to the draft Signs Bylaw and circulate it to the committee prior to lodging it with Council.

9. URGENT BUSINESS

Industry

D Smith expressed concern that one of Kaikoura's long established and backbone industries had just had a major blow struck to it in the way of a set net ban which he believed would be detrimental in the long term for the survival of the fishing industry in Kaikoura and asked if Council was concerned that the district may lose such an important industry, and as members of the Tourism & Development Committee should the committee and the community sit back and let it happen.

Mayor Heays advised he was aware there was a lot of concern amongst the fishermen of the community which was also being compounded that they were currently getting conflicting information on whether the set net ban would be 1km or 5km. Mayor Heays advised the fishermen were eager to come to Council once they knew exactly what was happening.

Proposal for Abolition

Mayor Heays advised the committee an advertisement had been placed in the local Kaikoura Star newspaper by the Local Government Commission outlining the process and calling for submissions from groups and individuals with submissions closing on 13th October. Mayor Heays encouraged the committee to read the advertisement very carefully and suggested the committee make a submission against the proposal to abolish Kaikoura District.

Mayor Heays advised the Chief Executive Officer of the Local Government Commission would be in Kaikoura on Tuesday 19th August to hold a public meeting, and would also be attending the Council meeting on 20th August.

Kaikoura Education Group

D Smith advised the Kaikoura Education Group had received some 320 submissions at the end of its submission period and a full strategic plan had been prepared after many many meetings which was almost ready for release to the public and to the Minister of Education following Central Government elections.

There being no further business the meeting closed at 2.55pm.