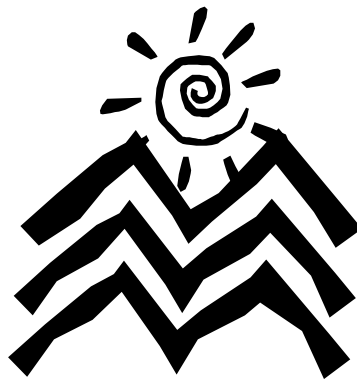




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



10th September 2008

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 10TH SEPTEMBER 2008
IN MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. *Apologies*

2. *Matters to be raised as Urgent Business*

3. *Matters Arising from Report of 13/08/2008*

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4. *Minutes Action List*

Meeting	By Whom	Progress
12 DECEMBER 2007		
Confirm attendance of developer of new wharf to future meeting	Committee Secretary	Developer will advise when he is able to attend
13 FEBRUARY 2008		
Invite Enterprise North Canterbury and Whale Watch to speak at a future meeting	Councillor Macphail	In Progress
13 AUGUST 2008		
Subcommittee prepare a draft submission to the KDC Signs Bylaw, circulate it and lodge with Council.	N Gold S Rattray M Fissenden	Submission circulated and lodged with Council Monday 1 st September. Refer page 12 for copy of submission
Seek feedback from committee on funding 2008 Moa Hunt	Tourism Officer	Feedback sought via email 14 th August. Majority of committee in support of funding \$3000. Event organisers advised by way of letter 19 August 2008. Committee advised by email.
Prepare a submission to Local Government Commission on proposal for abolition of Kaikoura District	Tourism Officer/ Chairperson	In Progress. Refer page 13 for background information. A submission form is available on the last page of the agenda which can easily be removed and submitted.

5. *Tourism & Development Statement of Accounts*

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6. *Report from Tourism Officer*

- A verbal update will be provided

7. *Correspondence*

Inward

- D Smith

page 7

Outward

- **Top of the South Promotions** *page 8*
- 8. ***Motion to be ratified – Moa Hunt Funding*** *page 9*
 - ***Moved by, seconded by, and resolved that the Tourism & Development Committee provide funding of up to \$3,000 towards banners for the Moa Hunt event.***
- 9. ***Tourism & Development submission to KDC Signs Bylaw*** *page 12*
 - **For Information**
- 10. ***Proposal to abolish Kaikoura District***
 - **Included in the agenda is an outline from the Local Government Commission on the procedures relating to the proposal to abolish Kaikoura District** *page 13*
 - **A generic submission form is included at the back of the agenda which can easily be removed, filled out, and submitted to the Local Government Commission by 13th October 2008.**
page 22
- 11. ***Urgent Business***

Financial Report to 31 August 2008

	Budget (Year) 2008/2009 \$	Actual (2 Months) 2008/2009 \$	Actual (Year) 2007/2008 \$
Expenses			
Personnel & Personnel Related	56,040	8,231	55,427
Advertising & General Expenses	5,500	441	3,367
Overhead Charges	6,342	1,046	6,380
TRENZ	8,400	-	18,482
Green Globe	3,500	-	3,311
Christchurch & Canterbury Marketing	5,000	5,000	5,000
Christchurch I-Site Display Space	13,000	1,557	5,293
Visitor Research & Surveys	3,500	-	-
Events (Moa Hunt, Spring Challenge, etc)	15,000	2,500	5,000
Alpine Pacific Joint Ventures	25,000	2,156	10,500
Visitor Guide	3,000	297	10,200
Image Library/Website/Displays	6,700	-	-
AA Tourism Domestic Campaign	-	2,500	2,500
Air NZ In-flight Production	-	-	2,387
Radio Advertisement Development	-	-	11,423
Destination NZ TV Series	-	-	1,750
	150,982	23,728	141,020
Funded by:			
Trade Show Participation Fees	-	-	356
Trade Manual Subscriptions	-	-	84
Visitor Guide Subscriptions	-	-	595
Christchurch I-Site Advertising Space	-	-	6,445
General Rates	100,982	16,830	99,573
	100,982	16,830	107,053
Activity Surplus/(Deficit)	(50,000)	(6,898)	(33,967)

Tourism & Economic Development Funds Held

	Budget (Year) 2008/2009 \$	Actual (2 Months) 2008/2009 \$	Actual (Year) 2007/2008 \$
Opening Balance	52,100	58,389	90,110
Activity Surplus/(Deficit)	(50,000)	(6,898)	(33,967)
Interest Applied to Fund	-	-	2,246
Closing Balance in Fund	2,100	51,491	58,389

Feedback from Committee regarding Moa Hunt Funding

Councillor John Macphail – Yes

Hi Annie

Put down a 'yes' from me.

Regards
Stephan Rattray

From: Kaikoura Take Note [mailto:kaikoura@takenote.co.nz]
Sent: Thursday, August 14, 2008 3:50 PM
To: Ann Paterson
Subject: RE: Moa Hunt funding

Hi Annie,

Good meeting yesterday

My answer is No,

1. I don't think the banners would cost \$3000
2. This is an established event now, they have increased there rider numbers to over 1000 almost 500 up on last year.
3. \$3000 is not going to make this event happen or not.
4. They are alright getting healthy support from sponsors and Kaikoura businesses
5. We still have 10 months to spend the money yet

Yes the T&D should support this event, and we can without giving money.

If the organizers are interested to have a Saturday night event, we the combined sports clubs may be able to help,

With band, food and refreshments and man power, council could provide the memorial hall free of charge.

The combined sports clubs could profit from a door cover charge and bar revenue.

Could I please get a copy of the cruz presentation please.

Regards

Mark

YES

Kauahi Ngapora

Whale Watch Kaikoura Ltd

OPERATIONS: DDI: 64-3-319 7732 – Fax: 64-3-319-5160

ADDRESS: The Whaleway Station, PO Box 89, Kaikoura, NZ

WEBSITE: www.whalewatch.co.nz

Scanned by [Bizo EmailFilter](#)

Hi

In response to Annie's request for indicative support (or not) for the assistance funding for this years' Moa Hunt, I support the allocating \$3000.00 this year to the event for the assistance with flags for the KK Township as per the Officers report. Now that the need for a quicker decision than @ the next T & D meeting is clearer, I support this request.

I recognize the importance of clear outcomes for our community's money-spend (via T & D) and suggest we ask for this from applicants at each request time. I do believe this particular request fits within our strategy. It seems it is one of a sliding scale-again if this is so- the applicant needs to be very aware of this.

As someone has said – perhaps the district got little visible benefit from the event so far, we need to remember that the community of Kekerengu / Clarence etc is in fact part of our District and did indeed get benefit from the event. We need to perhaps note also that the first year of such an event is far too shorter time to judge its effectiveness or possible return for our "buck".

Somehow a number of our business community needs to made aware that they may well have an opportunity to ride on the back of this event and that not only can T & D assist with facilitating this, but they have every prospect of achieving this themselves with a little homework and conversation with the organizers.

Cheers

Kevin

Good Morning Linda

I support the financial assistance of \$3000 toward the Moa Hunt 2008 from the TDC budget.

Kind regards

Lynette Buurman
Encounter Kaikoura
www.encounterkaikoura.co.nz
Email lynette@dolphin.co.nz

As discussed at the meeting we really need to sort a policy out to make these kind of decisions a little easier! I am in favour of some additional funding but would actually like a financial accountability report from the organizers first. As a **major** sponsor last year we should be able to have one. I know when I was involved in the Marlborough Culinary Fare our major sponsor required this – whether we made money or not! If we are to sponsor not only should it be tagged but they need to prove how they plan on increasing the return for the district – instead of a one day wonder. To say they would support an event on the Saturday night in Kaikoura is not enough – who will do the event? So at the moment I am sorry but I am not prepared to answer YES or NO Regards Neroli

Neroli, As I said at the meeting and what you have just pointed out we do urgently need that policy. Until they lay it out what bang for the bucks we are going to get I also cannot give a yes or no.
Danny

Yes. I think we have a policy as such (Marketing Plan – identified in Section 3.2) and it is important to remember that Kekerengu is part of the Kaikoura district.

Councillor Ransley

Kia Ora Linda,

Sorry I have been on annual leave today, my answer is Yes....

I hope I am not too late...

Take Care

na

Ma-rea Unahi

Service Coordinator

CCS Disability Action

Kaikoura

Hi Linda,

Sorry I did send a reply with a yes for Richard about the funding as soon as we had your email. Don't know what happened but pleased it has gone ahead anyway. Interested to see some of the comments.

Pleased to see that Kevin backs the idea and notes that the Kekerengu and Clarence areas definitely do benefit from the event and that we are part of the district - Thankyou.

Also I would debate quite stongly about the benefits of the through traffic that KK received as a result of last years event, talking to a good many of the participants last year, and this year it has the potential of doubling.

Kekerengu and Clarence cannot accomodate any more people either so this has to have a flow over effect.

Also nice to think KK will have some great flags flying

Cheers SUE

There was a total of 11 responses from the committee being:

- **Yes** = **8**
- **No** = **1**
- **Neither** = **2**

Kaikoura District Council Tourism and Development Committee

Submission on the Kaikoura District Council Signs Bylaw

As signage is a highly important means to inform public about a product and/or service that enables a businesses success, the T&D Committee wishes to raise the following issues on the Draft Kaikoura District Council Bylaw:

1. The rules associated with signage are currently 'zone' based which does not directly reflect the established land use activity at any given site.
2. There are minimal grounds for flexibility within the by-law to allow signs within the 'realms of good taste' and 'fit for purpose' without going through a resource consent process.
3. The By-law places an emphasis on maximum sign sizes where as small signs can introduce clutter. A minimum sign size may be appropriate.
4. Signs need to be maintained and kept up to date with business owners incentivized practically.
5. Sandwich boards and freestanding signs located within a footpath or pavement should be designed to reflect the actual pavement widths available adjacent to each site.
6. Who is the best controlling authority to determine what is right/wrong? It is suggested the T&D committee provide an email forum to approve signage proposals with provision for the T&D committee to nominate a professional sign writer, if no evidence is supplied to suggest that the design was carried out by a professional graphic designer or sign writer.

These issues could be resolved by:

1. The application of rules based on '**consented**' land use ie, Retail, accommodation, service, tourist activity etc.
2. The introduction of a 10 year 'as of right' renewal allowing signs to be 'upgraded' without fee or require a renewal of the permit at standard charges. This will promote signage to be maintained and kept up to date
3. Make the rules more 'guide-lines' that are based on good working examples in the Kaikoura region.
4. Allowing sandwich boards and free standing signs to be designed so that they have a maximum width of 1.4m and not restrict the usable width of the footpath or payment by 50%
5. Establish a 'Signs Approval Panel within the T&D Committee that can be used to 'sign off' on sign proposals within an email forum and allow an element of discretion in the assessment of the rules.