

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 10
DECEMBER 2008 IN THE MEMORIAL HALL SUPPER
ROOM, 34 ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Mayor K Heays, Councillor J Ransley, L
Buurman, S Rattray, K Ngapora, N Gold.

IN ATTENDANCE: S Syme (Minutes Secretary), A Paterson (Tourism & Development
Officer).

APOLOGIES: M Unahi

APOLOGIES FOR LATENESS:
N Gold, K Ngapora

*Moved by Mayor Heays, seconded by Councillor Macphail and
resolved that apologies be accepted.*

1. MATTERS TO BE RAISED AS URGENT BUSINESS

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|---------------------------|-----------------------------|
| 1. Non tourism businesses | <i>(Councillor Ransley)</i> |
| 2. Abolition Proposal | <i>(K Ngapora)</i> |
| 3. Whale Watch | <i>(K Ngapora)</i> |

2. MATTERS ARISING FROM THE REPORT OF 12/11/2008

Request for Funding – Kaikoura Returned Services Association

In response to a request for funding from the Kaikoura Returned Services Association the committee had at its meeting of 12 November 2008 agreed to donate “48 Hours in Kaikoura” and Green Eco Bags up to the value of \$500. Mayor Heays enquired whether a response had been received from the Kaikoura Returned Services Association. It was noted no response had been received.

N Gold entered the meeting at 1.03pm

South Bay Beautification

It was noted S Gillespie would be in attendance at the February Council meeting.

K Ngapora entered the meeting at 1.05pm

3. MINUTES ACTION LIST UPDATE

Enterprise North Canterbury

Councillor Macphail advised he would organise for H Miller from Enterprise North Canterbury who is the North Canterbury region representative to attend a meeting in the New Year.

Christmas Decorations and Lights

L Buurman advised the street lights in the town centre were able to hold either a banner or one motif and a power supply had been connected to each pole. L Buurman advised one LED motif cost \$300 supply only. It was generally felt by the committee because it was already December the Christmas Lights and Decorations would be for the following year. L Buurman advised it was not possible to hang fairy lights across the road due to the spacing of the street lights. N Gold enquired about pre-made banners. L Buurman advised she would investigate these.

4. TOURISM OFFICER'S REPORT

The Tourism Officer presented her report and thanked S Rattray and Mayor Heays for welcoming the passengers from the cruise ships and noted this had proved very popular with passengers. It was expected that there would be another five or six ships over the next few months. It was generally felt that once the Wharf was completed this would make a difference to how cruise ships viewed Kaikoura.

The Tourism Officer advised the application for TRENZ 2009 had been accepted and planning for TRENZ related famils had begun.

Autumn Campaign

The Tourism Officer advised the difference between an \$8,000 and \$10,000 investment in the Canterbury and Christchurch Marketing Autumn Campaign was two billboard sites in Wellington for the duration of the campaign. The campaign runs from February to the end of April. One billboard would be located at Waterloo Street and the other in the central business district. The Tourism Officer advised the billboards would contain one key image of the District. L Buurman felt that an extra \$2,000 to customise the campaign was good value for money. The Tourism Officer advised that the billboard would be within the general autumn campaign design with a focus on the district but was unsure of the actual design. Mayor Heays enquired how much input the committee would have on the design of the billboards. The Tourism Officer advised the committee would have some input but it was a Canterbury and Christchurch Marketing Campaign.

Moved by L Buurman, seconded by N Gold and resolved that \$10,000 be spent on the Christchurch and Canterbury Marketing Autumn Campaign.

N Gold acknowledged the Tourism Officer had been doing a great job.

Guest Nights and Arrivals

S Rattray noted the Motel Association had reported the highest number of website bookings in November 2008 nation wide. It was generally felt that more people are using the website in order to save money. S Rattray felt the committee needed to keep on the electronic edge.

Moved by Mayor Heays, seconded by N Gold that the Tourism and Development Officers Report be received.

5. ENVISION KAIKOURA BUSINESS ASSOCIATION DISCUSSION DOCUMENT

Included in the agenda was a discussion document prepared by enVision Kaikoura Executive. S Rattray advised enVision Kaikoura Business Association wished to achieve communication between the Kaikoura District Council, Kaikoura Information and Tourism Inc (KITI) and the Tourism and Development Committee. It was noted that a lot of businesses were unaware of the Tourism and Development Committee and the role of the Tourism and Development Officer.

L Buurman felt that once enVision had a strategic plan then a discussion would be about the plan and there would be three sets of clear objectives to look at from KITI, enVision and the Tourism and Development Committee. L Buurman was of the view enVision was going to be looking at Economic Development and business training for all businesses.

S Rattray advised enVision Kaikoura Business Association had begun preparing a strategic plan and it would be presented to the committee in at least draft form.

It was generally felt this was an opportunity for the Tourism and Development Committee to review its strategy along with marketing and business plans. Mayor Heays felt that this should be undertaken on an annual basis. A workshop would be scheduled following the Tourism and Development Committee meeting in February.

6. URGENT BUSINESS

Non Tourism Businesses

Councillor Ransley raised concerns about non tourism business including police, hospitals and schools and how or whether the committee could support these businesses if they lost staff or got into difficulty.

Councillor Macphail felt it was hard to be proactive as far as economic development was concerned and felt the committee got involved with economic development, an example was a presentation from a representative of the commercial fishing industry in the district.

Mayor Heays requested the Tourism and Development Officer investigate other districts that are not involved in tourism and collect information about how they help their businesses.

Councillor Ransley felt the economic development sub committee should be reformed. Councillor Macphail advised a meeting of the subcommittee would be scheduled for January 2009.

Abolition Proposal

Mayor Heays advised the Local Government Commission had met on the 9th of December and a decision was to be provided to Council before Christmas. Mayor Heays advised the Local Government Commission had three options which were; move forward with the proposal, make a request for further information or discontinue with the proposal.

Whale Watch

K Ngapora advised at year end W Stone would be stepping down from the day to day management of Whale Watch but would still remain Chairman. K Ngapora advised he had been appointed as Chief Operating Officer.

There being no further business the meeting closed at 2.08pm.