

**REPORT OF THE TOURISM & DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 9 SEPTEMBER 2009 IN MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Mayor K Heays, M Unahi, J Smith, R Murray.

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

APOLOGIES: Councillor J Ransley, L Buurman, S Rattray, N Gold, K Ngapora.

*Moved by Mayor Heays, seconded by M Unahi and resolved that
apologies be accepted.*

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. Bimonthly meetings (M Unahi)

2. MATTERS ARISING FROM THE REPORT OF 12/8/2009

Economic Development Strategy

Councillor Macphail advised he had attended a meeting where the strategy had been tabled along with project ideas put together by the consortium. The Government had allocated funds of \$750,000 however the strategy would also be funded from this money. \$600,000 remained for projects in the Canterbury Region. It was expected the money would be allocated on a \$1 for \$1 basis, therefore projects would need to have a funding strategy in place. He advised those projects which had been mooted to date had been researched based. A revised strategy would be presented at the next meeting of the group.

Christmas Lights and Decorations

Councillor Macphail advised an application to Pub Charity had been declined.

Forums

The first forum was held on Monday the 7th of September. Westpac Bank had presented at the forum. The forum concentrated on small business, an agribusiness manager had also presented. Mayor Heays advised only 25 people had attended which was disappointing.

Tony Alexander from the Bank of New Zealand would present at the forum on Monday the 14th of September and replies indicated a larger audience.

Seafest 2011

Councillor Macphail advised Seafest 2011 would be held on the first Saturday of October in 2011 despite the Rugby World Cup.

3. CONFIRMATION OF MINUTES 12/8/2009

Moved by Mayor Heays, seconded by M Unahi and resolved that the report of the Tourism and Development Committee meeting held on 12 August 2009 be confirmed as a true and accurate record.

4. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

Christchurch and Canterbury Tourism

Christchurch and Canterbury Tourism had decided to provide regional updates and would be in Kaikoura on Thursday 17 September. A presentation for committee members would be held at 10am followed by a presentation to business operators at 11.30. The presentation would outline the organisations plans for the next twelve months.

Air New Zealand in-flight programme

The Tourism Officer advised the segment was currently being edited to include additional still images to give more profile to land based activities. The segment would run for slightly more than 30 seconds and this would incur a minimal additional charge.

Visitor Guide

The Tourism Officer advised the cost for businesses to be included in the guide would remain the same as the previous year. In order to keep costs in line with budgets the overall size of the guide, in terms of editorial pages, would be addressed once revenue from business listings had been finalized.

It was noted Christchurch and Canterbury Tourism had changed their branding; therefore the Kaikoura guide would likely reflect the new branding and be displayed with the regional set. The aim was to have the guides available early in October.

Visitor Statistics

The Tourism Officer advised even though Kaikoura had seen month on month decreases in arrivals and guest nights, year end totals were still the third and fourth highest recorded and concluded there were still strong visitor numbers coming to Kaikoura.

Global Network of Great Wine Capitals

The Global Network of Great Wine Capitals which was headquartered in Bordeaux had last year expressed an interest in a New Zealand city becoming a member. Two bids had been made from New Zealand, one from the South Island and one from Hawkes Bay.

The Tourism Officer had assisted with hosting a family for members of the network. She advised the global network was not just about visiting wineries but wine tourism and an interest in sustainable practices had also been expressed.

Trade Evening

The Tourism Officer advised she intended to hold a trade evening following the Top of the South i-SITE meeting on the 19th of November. She advised a trade evening had not been held the previous year.

‘Catch the Day’ Domestic Marketing Campaign

The Tourism Officer tabled images of the campaign from the original concept through to the latest design. She advised the media schedule had been finalized and would actively commence in November and would be concentrated through November and December. Three billboards would be displayed for two months and there would be features in the Avenues magazine as well as online advertising.

The Tourism Officer advised the website would sit on the back of the existing tourism website and would have seasonal pages and packages and also promote events. She further advised events were a big draw card for domestic visitors.

The Tourism Officer advised the sale of packages on the website would be through online booking. She advised the main feature of the campaign was the website and people who were used to using the internet were being targeted. She further advised she was currently working on a clear outline for the campaign and a proposal for businesses.

Councillor Macphail advised a presentation of the campaign given at the KITI annual general meeting had been well received and a presentation would be given to MANZ the following day.

Moved by J Smith, seconded by R Murray and resolved that the Tourism and Economic Development Officer’s report be received.

5. RESIGNATION OF COMMITTEE MEMBER

Councillor Macphail advised M Fissenden had been appointed a trustee of the Kaikoura Community Facilities Charitable Trust and had advised he would like to give more focus to the Trust. He further advised M Fissenden wished to continue to work with Steve Gurney towards a new event for the district.

6. TOURISM AND DEVELOPMENT PUBLIC EXCLUDED SESSION

Moved by M Unahi, seconded by Councillor Macphail and resolved that the public be excluded from the following parts of the proceedings of this meeting, namely

a) Appointment of Replacement Committee Member

7. URGENT BUSINESS

Bimonthly Meetings

M Unahi suggested the committee may like to consider bimonthly meetings. She noted attendance at meetings varied and wondered if the

committee would be more productive if meetings were held bimonthly. Councillor Macphail advised the committee had achieved a lot in the last year and subcommittee meetings had been held between full committee meetings.

R Murray advised the problem with holding bimonthly meetings was if people missed a meeting it was a long time until the next one. Councillor Macphail advised he would like to see the continuation of monthly meetings. R Murray felt there may be periods of time when meeting may not be held and more meetings may be held during the winter.

It was decided this item would be included on the October agenda.

There being no further business the meeting closed at 1.57pm.