

**REPORT OF THE TOURISM & DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.00PM ON  
WEDNESDAY 14 OCTOBER 2009 IN MEMORIAL HALL  
SUPPER ROOM, ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor J Macphail (Chair), Councillor J Ransley, N Gold, K Ngapora, S Rattray.

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

**APOLOGIES:** Mayor K Heays, M Unahi, B Cowan, R Murray, J Smith, L Buurman.

*Moved by N Gold, seconded by K Ngapora and resolved that apologies be accepted.*

**1. MATTERS TO BE RAISED AS URGENT BUSINESS**

1. Future town murals (N Gold)

**2. MATTERS ARISING FROM THE REPORT OF 9/9/2009**

**Economic Development Strategy**

Councillor Macphail advised a revised strategy had been put to the company and had been accepted. Projects were now being called for. The project process would cease once the funding round was completed due to changes made by the new government.

*S Rattray entered the meeting at 1.05pm*

**Forums**

Councillor Macphail advised the series of economic forums held in September had been worthwhile. He wished to thank Westpac, Bank of New Zealand and Peter Townsend for their contribution and felt the forums were very well received.

**Christmas Lights and Decorations**

Councillor Macphail advised an application made by L Buurman through KITI for funding had been declined. He advised the application had to be made through an incorporated society. N Gold would follow up with L Buurman regarding this matter. S Rattray felt perhaps funding leftover from the business discussion group could be used and he advised he could enquire of Envision Kaikoura members regarding funding.

**Committee Member Resignation**

Councillor Macphail advised a verbal resignation had been received from M Fissenden however, no formal written resignation had been received and he was unsure if M Fissenden still wished to resign from the committee. It was noted M Fissenden was still working with Steve Gurney on an event for Kaikoura.

### **3. CONFIRMATION OF MINUTES 09/09/2009**

*Moved by Councillor Macphail, seconded by S Rattray and resolved that the report of the Tourism and Development Committee meeting held on 09 September 2009 be confirmed as a true and accurate record.*

### **4. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT**

#### **Visitor Guides**

The Tourism Officer advised the previous year 45,000 copies of the guide had been produced initially with a reprint of an extra 10,000 guides. She advised this year she wished to reduce the amount of budget used to produce the guides. With the revenue received from guides and a smaller editorial section there was revenue to print 55,000 copies of the guide. Tourism and Development funds would be used for distribution costs and it was anticipated these would be approximately \$2,000. The guide would be completed by the end of the month.

#### **Global Network of Great Wine Capitals**

The Tourism Officer advised the bid made by the South Island had been successful. The Global Network of Great Wine Capitals currently had 7 members and these included the Napa Valley and Bordeaux. She advised the network was similar to a sister city type relationship. The network was about all aspects of wine including wine quality and wine tourism. She further advised there could only be one member per country.

#### **Cuisine Tent Seafest**

The Tourism Officer advised the North Canterbury Food and Wine Trail had been promoted through the Cuisine Tent at Seafest. She advised this had been a lot of work and the tent had won a prize for being most creative. The Tourism Officer advised a small profit had been made. Support had been received from approximately 20 trail businesses.

Councillor Macphail felt letters should be sent to the Food and Wine Trail members advising what had been achieved at Seafest. The Tourism Officer advised a debrief would be provided at the next meeting of Trail members and it would be decided whether or not the Trail would host a tent at the Waipara Wine and Food Festival.

#### **Destination TV**

Destination Television was in the process of developing the 4<sup>th</sup> series of 'Destination New Zealand – Hit the Road'. The cost of a one minute segment in the programme was \$1500 plus gst. The programme would be screened on various channels in New Zealand and Australia and also on the Air New Zealand in-flight programme. It was noted this was a generic regional or district promotion and it was not normally allowed to be specific.

*Moved by Councillor Macphail, seconded by K Ngapora and resolved that the Tourism and Development committee invest in a segment on 'Destination New Zealand - Hit the Road' for the cost of \$1500 plus GST.*

### **Catch the Day**

The Tourism Officer provided an update on 'Catch the Day' domestic marketing campaign. She advised it was three weeks until the Billboards would be erected. 21 businesses had signed up for the campaign. The campaign was very flexible for businesses and some businesses were looking to sign up for the campaign during autumn and winter. She advised the website was under construction but was behind schedule however, Cabbage Tree the website designer, was confident the website would be up and running on the 29<sup>th</sup> of October.

The Tourism Officer showed slides of the proposed billboards and images from the website. It was generally felt the images were brilliant. S Rattray felt it added a lot of extra reasons for people to stay longer in Kaikoura. He suggested the billboards could be located on the State Highway. The Tourism Officer would investigate this further once the campaign was launched.

The committee wished to thank Whale Watch for providing images for the campaign. N Gold enquired if the committee would have any banners to be used at events. Councillor Macphail advised banners had not been budgeted for at this stage but could be looked at in the future. Councillor Macphail suggested how 'Catch the Day' could fit in with TRENZ required investigation.

*Moved by Councillor Macphail, seconded by N Gold and resolved that the Tourism and Economic Development Officer's Report be received.*

### **5. BIMONTHLY MEETINGS**

A change to bimonthly meetings had been raised at the September meeting of the committee and it was decided at that time the matter should be carried over to the October meeting for further discussion. Councillor Macphail felt if there was only a limited response to monthly meeting then perhaps meetings should be held bimonthly. On the other hand he felt there were items that needed to be dealt with each month. N Gold felt it was worthwhile to hold monthly meeting to support the Tourism Officer and the work she was doing. It was generally felt the committee should continue with monthly meetings.

### **6. URGENT BUSINESS**

#### **Future Town Murals**

N Gold enquired as to what budget the peninsula water tank mural had been paid from and what was planned regarding how murals and artwork in the town would be dealt with in the future. Councillor Macphail advised the cost of the mural was not funded from the Tourism and Development budget. He suggested the committee could be proactive regarding future murals and advised a recommendation could be made to Council.

*Moved by S Rattray, seconded by K Ngapora and resolved that it be put to Council that any future town murals are passed by the Tourism and Development Committee for comment.*

**7. TOURISM AND DEVELOPMENT PUBLIC EXCLUDED SESSION**

*Moved by Councillor Ransley, seconded by N Gold and resolved that the public be excluded from the following parts of the proceedings of this meeting, namely*

*a) Confirmation of Minutes 09/09/2009*

*There being no further business the meeting closed at 2.02pm*