

**REPORT OF THE TOURISM & DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 11 NOVEMBER 2009 IN MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Mayor K Heays, Councillor J Ransley, S Rattray, J Smith, N Gold, R Murray, B Cowan.

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

APOLOGIES: K Ngapora, L Buurman, M Unahi, M Fissenden.

Moved by J Smith, seconded by Mayor Heays and resolved that apologies be accepted.

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. Breakfast Show Visit (N Gold)
2. Community Facilities (S Rattray)
3. Kaikoura Guide and Cycle Map (S Rattray)

2. MATTERS ARISING FROM THE REPORT OF 14/10/2009

M Fissenden Resignation

A letter had been received from M Fissenden advising he would like to continue on the Tourism and Development Committee.

Future Murals

Councillor Macphail advised the request for future murals to be passed to the Tourism and Development Committee for comment prior to Council approval had been put to Council at its October meeting. Council had approved the request.

3. CONFIRMATION OF MINUTES 14/10/2009

Moved by Councillor Ransley, seconded by S Rattray and resolved that the report of the Tourism and Development Committee meeting held on 14 October 2009 be confirmed as a true and accurate record.

4. MINUTES ACTION LIST UPDATE

Christmas Lights and Decorations

N Gold advised L Buurman had spoken to M Harnett regarding utilising the funds held by the Business Discussion Group. She advised he was happy with the idea and was going to discuss with other businesses. To date no response had been received.

S Rattray advised Christmas lights and decorations were on the agenda for the next meeting of enVision. N Gold noted the concept plan was quite technical. Councillor Macphail advised the plan which had been

submitted to Pub Charity had been quite spectacular however the application had been declined.

B Cowan entered the meeting at 1.10pm

5. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

Visitor Guides

The Tourism Officer advised production of the visitor guides had been held up by Christchurch Canterbury Tourism when finalizing design elements related to their change in branding months ago. All districts had agreed to adopt the new branding for visitor guides. She advised the guide should be completed by 16 November and distribution would commence immediately. She further advised there were already orders for 6500 guides.

Marketing Plan

The Tourism Officer advised the current marketing plan had been developed in 2006. She advised there had been a number of significant changes since this time which have not been reflected in the plan. Those committee members wishing to be involved with this should advise the Tourism Officer.

Networking Evening

A networking evening would be held on the 19th of November. The evening would follow a speed dating format. This evening coincided with the Top of the South i-Site meeting. 16 activity businesses had signed up for the event.

Hurunui Tourism

The new Hurunui Marketing Strategy had been completed and copies were tabled at the meeting. Hurunui Tourism had a new Tourism Governance Board. It was generally felt Scott Callaway, Marketing Manager for the Hanmer Springs Thermal Pools, should be invited to the December meeting to discuss the strategy.

Cycle Trail

The Tourism Officer advised official criteria for the national cycleway scheme had been released. The proposed route for the trail had been from Kaikoura to Hanmer via the Lesley pass which required agreement from Hurunui. Although Hurunui was keen to work on a joint project this particular route was not suitable for the national cycleway scheme. A proposal would not be put forward however; she believed there was a lot of room to improve the profile of cycleways within the district. Mayor Heays advised he would be interested to know if the Department of Conservation had any plans for the conservation park.

Tourism New Zealand Film Crew

The Tourism Officer advised a film crew had been in Kaikoura gathering footage for use at the Responsible Tourism Awards which would be held in London on 11 November. The film crew had been in Kaikoura for two and a half days and whilst here a Southern Right Whale had been

sighted from shore. A journalist from the Telegraph newspaper had also been in Kaikoura and an article had featured on the front page of the travel supplement of the Telegraph.

TRENZ 2010

The registration process for TRENZ 2010 was due to commence. It was noted attendance at TRENZ had been budgeted for. N Gold felt TRENZ was important as it kept Kaikoura's profile up. Councillor Macphail felt with the world cup in New Zealand in 2011 it was vital Kaikoura was at TRENZ.

Moved by Councillor Macphail, seconded by N Gold and resolved that the Tourism and Development Committee attend TRENZ in 2010.

'Catch the Day' Domestic Marketing Campaign

The Tourism Officer provided an update on the campaign which was launched on the 1st of November. Images of the billboards in their locations in Christchurch were shown. The Tourism Officer advised statistics from the website had not yet been received however she was aware of bookings from the website. S Rattray felt the website was a great resource for people looking for ideas.

The Tourism Officer advised the committee needed to be planning the future of the campaign. As Council would need to be approached for funding this would need to be completed prior to March 2010. She further advised she would start working on a marketing plan and would send this out for response prior to the next meeting.

Trash Fashion Museum Mural

The Tourism Officer tabled pictures of the proposed mural on the building where the Trash Fashion Museum was housed and advised the costumes would be used as the basis for the mural. The Trash Fashion Museum was able to occupy the building for the purpose of a museum. She advised in order to generate income space was let to people with arts and craft for a weekly fee and commission was taken on some items sold.

6. STATEMENT OF ACCOUNTS

The Tourism Officer advised general expenditure was high due to payments made from the incorrect budget and this would be rectified. It was noted the Green Globe auditing costs had historically been paid from the tourism and development budget. The Tourism Officer was investigating whether this could be funded from the environmental services budget.

7. URGENT BUSINESS

1) Breakfast Show Visit

N Gold felt the Breakfast Show filmed in Kaikoura the previous week had been a lost opportunity. The Tourism Officer advised she had been contacted by the producer who had wished for a strong visual theme. A number of locations had been suggested along with 12 or more options which could have been showcased on the programme. All the final

decisions had been made by the shows producers. The Tourism Officer advised it had been disappointing but she had no control over the actual content of the segments. B Cowan advised the Department of Conservation had been given the opportunity to feature on the programme however the parameters set had been too narrow.

2) Community Facilities

S Rattray advised the Kaikoura Community Facilities Charitable Trust had held two meetings. The first meeting had focused on the appointment of positions. The Trustees believed the facilities needed to be larger than a swimming pool and the location had been narrowed down to three potential sites. Mayor Heays advised the Trustees would be looking at concept sketches and visiting new facilities which had been built.

3) Kaikoura Guide and Cycle Map

The Tourism Officer advised Council had historically placed an environmental advert in the guide. This year the guide would include a larger feature on cycling and would show Ocean Ridge and Department of Conservation tracks. The Tourism Officer would investigate whether the current environmental advert could be funded from environmental services and money could then be allocated to the cycling feature.

Moved by S Rattray, seconded by J Smith and resolved that \$500 be allocated towards the cycling feature in the Kaikoura Guide.

8. 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 14/10/2009

There being no further business the meeting closed at 2.10pm