

**REPORT OF THE TOURISM AND DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 12 MAY 2010 IN MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

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

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

APOLOGIES: Councillor J Ransley, M Fissenden

Moved by K Ngapora, seconded by S Rattray and resolved that apologies be accepted.

1. MATTERS OF IMPORTANCE TO BE RAISED AS URGENT BUSINESS

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| 1) Information Board | (Councillor Macphail) |
| 2) Easter Trading | (Councillor Macphail) |
| 3) Take a break camera | (K Ngapora) |

2. CONFIRMATION OF MINUTES

Moved by S Rattray, seconded by K Ngapora and resolved that the report of the Tourism and Development Committee meeting held on 14 April 2010 be confirmed as a true and accurate record.

3. TOURISM AND ECONOMIC DEVELOPMENT OFFICER'S REPORT

North Canterbury Food and Wine Trail

The Tourism Officer advised she would be attending a steering group meeting the following day. One item on the agenda was how much if any financial support was available from the Tourism and Development committee. She advised last year the Committee had given funds of \$2,000. She further advised the subscription paid by members covered the cost of the guide and the website and any additional funding received was used to assist with marketing.

Councillor Macphail enquired if any information had been received from the Canterbury Economic Development Company as funding had been granted for the Regional Trail and he believed this included the North Canterbury Food and Wine Trail. N Gold enquired if there was money in the budget to allocate funds to the wine trail. The Tourism Officer advised there would be a maximum of \$2,000 available if the committee wished to provide funds to the wine trail.

L Buurman felt the wine trail was valuable because wine tourism was huge and this was an opportunity to collaborate with North Canterbury and was an option of substance. She felt the exposure was valuable, it was professional and had spin offs for Kaikoura. Councillor Macphail

advised he had been disappointed regarding Seafest because the Tourism Officer had worked exceptionally hard on the stall without support from members of the wine trail. The Tourism Officer advised it had been easier to obtain support from members at the Waipara Wine and Food Festival as more members were located in the area. It was noted the committee wished to support the trail however, they wished to wait until after the Wine and Food Trail meeting to find out what level of support the committee was being asked for.

Christchurch i-Site Display Opportunity

The Tourism Officer advised a decision on whether or not Tourism and Development Committee wished to rent additional display space at Christchurch i-Site had been required by end of April. A decision had been made at the recent workshop to rent the additional space which would effectively double the Kaikoura display area. Beck and Caul and Image Lab had been contacted to provide ideas either for the whole space or incorporating the images already on site. Once design ideas were received these would be provided to committee members for comment. Rental of the space would commence on 1 July 2010

'Catch the Day' Domestic Marketing Campaign

The Tourism Officer tabled advertising options for 'Catch the Day' domestic marketing campaign. Options for the campaign had been discussed at a workshop however a decision had not been made on marketing.

S Rattray advised whilst the statistics showed a decline in visitor numbers the actual number was about 500 people and in order to reverse the trend more car loads of people needed to stop in Kaikoura. He believed 'Catch the Day' needed to be fine tuned as an itinerary planner and at least have some billboard promotion locally. N Gold suggested the billboards say 'Catch the day, stay the night'. Councillor Macphail suggested local billboards needed to be added to the mix of advertising ideas for further investigation.

K Ngapora advised he would be interested in developing some measurements for the campaign. It was noted numbers were down in Kaikoura in April and it was felt this could be attributed to the lack of advertising. Billboards were back on display in Christchurch currently and would be until the end of May. S Rattray recommended a local profile base be considered for future campaign marketing.

Bank of New Zealand Television Commercial

K Ngapora advised he would be attending a meeting later that day to view the proposed commercials. He believed the advertising campaign would be good for Whale Watch and Kaikoura. The Tourism Officer believed the television advertising would commence the following weekend.

Visitor Statistics

It was noted the visitor statistics were compiled from Moteliers only as Bed and Breakfast accommodation had been excluded since October 2009.

Image Library

L Buurman advised she had been contacted by a company who would be undertaking some aerial photos in the area and she believed this would be a good opportunity to extend footage for the image library. The Tourism Officer advised she had spoken with local photographers regarding images. One of the photographers had suggested it might be easier to commission one person to do a full shoot even if this was over a twelve month period. Councillor Macphail suggested professional photographers may be able to register with the Kaikoura image library.

TRENZ 2010

K Ngapora enquired regarding the nationalities of the 43 buyers who had scheduled appointments with Kaikoura at TRENZ. The Tourism Officer advised there were a number from the United States and Canada, Asia and Australia. It was noted there were not as many buyers from the United Kingdom as there had been in previous years.

Moved by Mayor Heays, seconded by Councillor Macphail and resolved that the Tourism and Development Officer's report be received.

4. MINUTES ACTION LIST UPDATE

The Tourism Officer had prepared some draft statements to send to the government on behalf of Tourism and Development committee stating opposition to the reintroduction of commercial whaling. It was decided the following should be added to the letter; *Whale watching is a proven sustainable tourism venture and a significant catalyst for our tourism development.*

K Ngapora advised International Whaling Commission had changed their submission but the New Zealand Government were still negotiating some arrangement. N Gold suggested a copy of the letter be sent to Colin King and Brian Moore. A copy of the letter would be emailed to committee members.

5. URGENT BUSINESS

1) Information Board

Councillor Macphail advised he had mentioned at the previous Council meeting how education around freedom camping was not really working. He felt it was up to Kaikoura as a town to get the word across as to where people could and couldn't camp. He advised one option was to have information boards at either end of the town. He further advised in Australia small towns had an i-Kiosk which was a map of the town and general information. He felt similar information boards in Kaikoura may take the pressure off the i-Site with trivial enquiries.

Councillor Macphail felt perhaps the Committee could make a recommendation to Council regarding this matter and suggested 'Catch the Day' may be able to be incorporated. L Buurman felt the idea was fantastic and a more lateral approach was required and suggested it could be looked at as more than a sign about freedom camping but an entrance to the town. It was generally felt the committee needed a Council staff member to advise what was allowed. It was suggested the project be a collaboration of Council and the Tourism and Development Committee with a deadline of twelve months in order for information to be in place prior to the Rugby World Cup

It was decided the Tourism and Development Committee would advise Council they would like to see an investigation into the design and build of welcome / information boards for the town.

2) Easter Trading

Councillor Macphail advised Rotorua and Queenstown currently had an exemption from Easter Trading laws. Kaikoura did not have this exemption and there was always pressure on business to be open. Mayor Heays advised bars and restaurants were not an issue but general retail was.

Councillor Macphail suggested perhaps a simple letter of application could be made for an exemption from these laws. L Buurman suggested if an issue was made it might put the spotlight on Kaikoura. She advised other districts had applied for an exemption and she believed this had created some issues. Councillor Macphail felt a lot of people came to Kaikoura for the holiday and the town should be able to look after them.

3) Take a Break Webcam

K Ngapora advised there had been a webcam located on the Sunrise motel on the Esplanade which linked to the 'Take a Break' website. He was now in possession of the camera and was looking for somewhere to locate it. He advised there was a cost of \$1500 per year to constantly stream on the website plus installation costs. He suggested this could be located at Whale Watch or on the hall or may be a good weather camera opportunity. He felt the camera could showcase views of Kaikoura and television companies could also link in to view Kaikoura.

It was generally felt the camera was a good idea. K Ngapora and N Gold would work together to find a suitable location for the camera and K Ngapora would finalize costs.

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