

**REPORT OF THE TOURISM AND DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 13 APRIL 2011, IN MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

PRESENT: Councillor G Harmon (Chair), Mayor W Gray, Councillor J Macphail, Councillor D Morgan, L Buurman, M Manawatu, M Fissenden, N Gold.

IN ATTENDANCE: S Syme (Committee Secretary), A Paterson (Tourism and Economic Development Officer), B Cowan, D Davis.

APOLOGIES: S Rattray, K Ngapora

Moved by N Gold, seconded by Councillor Macphail and resolved that apologies be accepted.

1. KAIKOURA WEATHER FORECASTING

B McDavitt, Weather Ambassador and R Oosterkamp, Manager Public Weather Services from the Metservice, were in attendance to present this item.

B McDavitt advised there were two weather stations in Kaikoura, one was located on the peninsula and the other was located at the Airport. Data was sent every minute from one station and every hour from the other. Weather information was collected from balloons, satellite picture and weather radar. This information provided a picture of the weather at a certain time.

Councillor Morgan entered the meeting at 1.07pm.

B McDavitt advised computers were used for forecasting. This was done by taking the current pattern which was converted into a matrix of data and pushed into the future. He advised any chaos in the real world could cause the pattern to change. He further advised any forecast from a computer was an idea and the further into the future the forecast the more it was removed from the real world. He advised great precision might not happen in the real world and the whole picture was required. This was done by putting the best of the computer forecast with the best of the real world to create a prognosis. He advised the job of those using the forecast was to tweak it with their own local knowledge to create a winning formula.

B McDavitt advised when a weather outlook was in force this meant people should plan, when upgraded to a watch the weather may be imminent and a severe weather warning meant take action. He noted Marlborough was not the easiest place for forecasting severe weather warnings and 30% of warnings turned out to be false. He noted there

was very good accuracies with snow prediction in the region and if snow was forecast there was an 80% chance it would happen.

B McDavitt advised Kaikoura was mentioned in the regional forecast 132 times out of the last 365 days which equated to 36% of the time. 64 times Kaikoura was mentioned regarding wind. The majority of these times the Kaikoura Coast was referred to with the Kaikoura ranges mentioned 6 times. He advised the temperature was forecast within 3 degrees over a two year period and Kaikoura was the easiest place to forecast the over night low and some months this was 100% correct. For the day time high the accuracy level was between 60% and 80%. He further advised rainfall for the town was harder to forecast. He noted the false alarm rate had dropped to about 20% however last winter it had been about 50%. It was noted rain often occurred in the hills but not in the town.

B McDavitt advised data from the peninsula weather station was shown on television. The peninsula was cooler than the airport by 1.2 degrees however the peninsula was 1.5 degrees warmer at night. A graph of the previous 7 years showed the two main winds for Kaikoura were from the north east and the south west. He noted the most intense rain for Kaikoura occurred with the south west wind. Once the wind turned pure southerly the rain stopped. In a north east wind the peninsula was slightly cooler than the airport and in a north north east the airport was slightly warmer than the peninsula. B McDavitt felt the location of the two weather stations provided a good representation of the temperature in the area. He asked for phrases which would help to convey the right impression.

R Oosterkamp advised the current computer models had a memory of ninety days prior so forecasting in the shoulder season was difficult because the model tried to correct what was happening due to past patterns. He advised next year a system would be introduced which looked thirty days into the past and thirty days into the future. This would provide a 15% improvement in forecasting minimum and maximum temperatures. He further advised the first five days forecasting was done by a person and the others were done by computer. R Oosterkamp advised the Metservice could not fix a problem unless they heard about it.

2. FUNDING REQUEST KAIKOURA HISTORICAL SOCIETY

D Smith from the Kaikoura Historical Society was in attendance to present this item. He advised the relocation of the museum was a joint venture between the Kaikoura District Council and the Kaikoura Historical Society and he believed it was the largest land based tourist attraction ever undertaken in Kaikoura. He further advised the Historical Society had taken a professional approach to the building of the museum.

D Smith advised the Historical Society was about to seek funding of \$1,500,000 to enable them to develop an attraction which they believed would be viewed by 50,000 visitors per year. He advised approximately

20% of international visitors to New Zealand included a visit to a museum or gallery in their itinerary. He further advised for the complex to break even 1.6 visitors who went to the i-Site would need to visit the museum.

D Smith advised the design architects were Rick Pearson Architects and their current work included the Mt Cook Visitor Centre and the Blue Whale Exhibit at the Canterbury Museum. A feasibility study was required to support fundraising and a quote had been received from Forte Management. D Smith advised the Kaikoura Historical Society were asking for full endorsement from the Tourism and Development Committee and a grant of \$3,900 for the feasibility study.

W Gray advised he felt the request for funding was reasonable. M Fissenden noted the project had a value of \$1.5million and was going to benefit Kaikoura.

Moved by N Gold, seconded by M Fissenden and resolved that the Tourism and Development Committee support the Kaikoura Historical Society new museum project by providing funding of \$3,900.00 for the feasibility study.

3. MATTERS TO BE RAISED AS URGENT BUSINESS

1) Freedom Camping (Councillor Harmon)

4. CONFIRMATION OF MINUTES 09/03/2011

Moved by L Buurman, seconded by Councillor Macphail and resolved that the minutes of the Tourism and Development Committee meeting held on 9 March 2011 be confirmed as a true and accurate record.

5. MATTERS ARISING FROM REPORT OF 09/3/2011

Earthquake Fundraising

B Cowan advised Seaweek was combined with a concert which had been held at the village green to fundraise for the Christchurch earthquake appeal. Money raised would be given to the Red Cross.

M Fissenden wished to acknowledge the efforts of Melanie Campbell who had collected from business and had raised in excess of \$16,000 for the earthquake appeal.

Webcam

The Tourism Officer advised the webcam was operational and updated every 10 minutes. The images could be viewed on the 'Take a Break' website and the Tourism Officer was hoping to have an application which sat on the Kaikoura website which visitors did not have to click into.

6. MINUTES ACTION LIST UPDATE

Rugby World Cup

The Tourism Officer advised she had emailed businesses requesting people to come forward with ideas for the Rugby World Cup. She advised she had not received many replies.

The Tourism Officer advised a big screen and public screening of the opening match had been investigated however this could not go ahead because public screening of matches was not permissible. She advised the licensing manager at Sky Television had advised Fan Zones had been set up where people could go and watch public screenings of the matches.

It was generally felt a working group should be set up to investigate promotions for the Rugby World Cup. The Tourism Officer, L Burrman and M Manawatu would form the working group.

Banners

L Burrman advised she had been contacted by the Rugby World Cup City Liaison Coordinator with an opportunity to look at purchasing Rugby World Cup banners for the town. She advised these were heavily subsidized at a rate of \$5 per banner. She noted there were 21 banners in three colour rotations available.

L Burrman advised there was a requirement that the banners were in place from the 1st of September until the end of October but the organizers were happy for Seafest banners to be displayed at the same time. She further advised bunting had been offered also for approximately \$10 per 11 meters. She felt this was a fantastic opportunity for minimal cost if the Committee was able to commit to the cost of erecting and removing the banners and working with Seafest organizers to come up with a banner display plan.

It was noted the banners could not be sold however the Rugby World Cup organizers advised they would not mind the banners being sold to raise money for charity.

Moved by Councillor Macphail, seconded by Councillor Harmon and resolved that the Tourism and Development Committee purchase 120 Rugby World Cup Banners and 1000m of Rugby World Cup bunting to go across the West End.

L Burrman would contact the Asset Manager regarding banner arms.

7. TOURISM OFFICER'S REPORT

Tourism Industry Meeting

The Tourism Officer advised a Kaikoura Tourism Industry post earthquake action plan meeting had been held on Friday 25th of March. Ideas and initiatives discussed at the meeting were included in the agenda and it was noted most items where a person had been nominated as responsible were underway. As progress was made the Tourism Officer would report to the Committee.

L Buurman left the meeting at 2.25pm

Increasing Profile

The Tourism Officer advised she had been investigating opportunities to enhance Kaikoura's profile at key locations particularly in the South Island and had been looking at display spaces within i-Sites. Whilst at TRENZ the Tourism Officer would visit the Queenstown i-Site.

Website

The Tourism Officer had met with Cabbage Tree who had provided a proposal with a range of options for the website. Two other companies had been approached and they were currently preparing proposals for consideration. The Tourism Officer advised the Committee was looking at a cost of potentially \$25,000 for work on the website. However, this was not the final figure and there was room to move depending on what options were decided on.

Enhancement to Town Entrances

The Tourism Officer advised she had met with a representative of the local Lions Club regarding enhancing the entrances to the town. She advised the Lions Club had been supportive of the initiative.

The Tourism Officer tabled costs per site for the installation of information boards. It was noted because the sites for information boards were on New Zealand Transport Agency land a site plan had to be drawn up. The estimated cost for each site was approximately \$17,918. It was noted the sites needed to be landscaped to encourage people to stop and look at the information boards. It was generally felt the board in the town centre would not need its own structure but would be attached to an existing building or structure in the West End.

A discussion was held around the estimated costs of the structure. M Manawatu advised he had been working with the District Planner regarding a carved pou for the structure. A quote had not yet been received from the carver but it was felt this would be more than the \$2,000 estimated but it was felt a pou would be cheaper than a whare. The Tourism Officer advised timbers from the Old Wharf were able to be used. The District Planner advised the structure costs had been estimated at the higher end of the scale. She noted the idea behind the structure was that it would make people stop. M Manawatu suggested Lions Club members may be able to do some of the work and it was suggested Council's Harbour Warden may be able to undertake some of the planting.

Moved by Councillor Harmon, seconded by Mayor Gray and resolved that two information boards be erected one at Oaro and one at Rakautara (Nins Bins Area) with a maximum total expenditure of \$40,000.

8. USE OF EMERGENCY WARNING SIREN

A letter received from S Pharazyn was tabled at the meeting. S Pharazyn felt it was timely for the consideration of the need for the use of the fire alarm. He advised the town fire alarm was the same as the official international civil defence evacuation siren. He noted when it sounded in the middle of the night visitors were thrown into a state of chaos and confusion not knowing where to go or what to do. He felt now that the fire service personnel carried pagers the alarm seemed to serve little purpose especially during the night. He wished for the Tourism and Development Committee to raise the issue through Council with the aim of having the fire siren turned off.

Councillor Harmon noted the issue had been raised at the Kaikoura Tourism Industry post earthquake meeting. B Cowan felt it was vital that there was a fire warning system and he did not realize the fire siren was the same as the international civil defence warning. M Fissenden felt if the Kaikoura volunteer fire brigade was warned via pager then there was no need for the fire alarm and the siren should be left for civil defence and other warnings.

Councillor Macphail suggested the Kaikoura Fire Service Chief be invited to the next meeting and noted the fire brigade owned the siren. He advised previously it had been said the fire siren was required as some brigade members were not in a receptive area for pagers. He further advised he agreed the siren should be turned off at night. M Fissenden enquired if Kaikoura should not be looking to come in line with international standards as to what the civil defence siren was. Councillor Harmon felt if the pagers were out of coverage then fire brigade personnel would not hear the fire alarm. Mayor Gray enquired if there was some way of finding out the strength of the pagers and felt some more facts were required.

N Gold noted the matter had been raised publicly before in several occasions. She advised nobody was trying to take away from the good work of the fire services but noted the ambulance service went out at night and nobody knew. It was generally felt Mayor Gray should research pager coverage and the international civil defence warning siren and report back to the Committee.

9. URGENT BUSINESS

Freedom Camping

Councillor Harmon advised a stance needed to be taken on freedom camping. He provided photos of 10 vans at 6am camping on the Esplanade. He advised if the town wanted to police freedom camping this year an application had to be made by May so instant fines could be given. B Cowan advised he would like to see the township free of freedom camping. Councillor Macphail advised the Tourism and Development Committee had been pushing for a harder line on freedom camping and it had been put to Council many times to take a tougher line. He noted there was going to be more freedom camping during the

Rugby World Cup and he enquired if freedom camping should be enforced now or after the Rugby World Cup.

M Manawatu noted there were different types of campers. He noted some had facilities and some did not and the concern was not where they parked but what facilities they had. He advised the issue was pollution and he did not want to drive campers out of town because people in campervans with facilities were spending money in the town. C Davis advised Hanmer had a good system and freedom camping was managed very effectively. He felt it was just a matter of getting in and managing it.

B Cowan advised local residents and some businesses put a lot of energy into their environment and would be upset with someone parking in front of their property. Councillor Macphail felt wheel clamping was a good suggestion that would also generate income for Council to police freedom camping. B Cowan advised wheel clamping was immediate and people had to pay before they could leave. Councillor Harmon advised he would like to make a strong recommendation to Council that they pursue the ability to issue instant fines.

M Fissenden advised hire of a campervan plus diesel and campground costs was expensive for a family. C Davis advised if freedom camping was banned in the Kaikoura township this put pressure on the coast and it then became a problem for Department of Conservation and the New Zealand Transport Agency. Councillor Macphail advised the town had said they did not want freedom camping in the urban area and he felt this was being ignored by Council. M Manawatu advised for every action there was a reaction and he liked the thought of being able to go out and park where he wished. He advised some people may drive through if there was no freedom camping and some people may not. Mayor Gray advised a lot of issues were around the smaller vanette style campers and all Councils had a problem with freedom camping. He advised Gisborne promoted freedom camping but you had to have a ticket and there were specific areas allocated for freedom camping.

It was generally felt a recommendation should be made to Council that they do whatever is necessary to gain authority to issue fines or wheel clamp in areas where it clearly stated there was no camping.

There being no further business the meeting closed at 3.45pm.