

**REPORT OF THE TOURISM AND DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.00PM ON  
WEDNESDAY 10 AUGUST 2011, IN MEMORIAL HALL  
SUPPER ROOM, ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor G Harmon (Chair), Mayor W Gray, Councillor J Macphail, Councillor D Morgan, S Rattray, L Buurman, B Cowan, M Fissenden.

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

**APOLOGIES:** M Manawatu, K Ngapora, N Gold, C Davis.

*Moved by Councillor Harmon, seconded by Councillor Macphail and resolved that apologies be accepted.*

**1. CONFIRMATION OF MINUTES 13/07/2011**

*Moved by S Rattray, seconded by Mayor Gray and resolved that the report of the Tourism and Development Committee meeting held on 13 July 2011 be confirmed as a true and accurate record.*

**2. MATTERS ARISING FROM THE REPORT OF 13/07/2011**

**Street Market**

L Buurman confirmed the street party and twilight market would be held on the 24<sup>th</sup> of September 2011.

**Painting of Railway Over Bridges**

R Hogan advised the project was underway and he would provide a full report at the next meeting. He advised the project was currently ahead of schedule and under budget. Work would continue on the West End bridge the following Monday. Work would then commence on the Churchill Street over bridge. Kiwirail had supplied the paint for the project.

**3. MINUTES ACTION LIST UPDATE**

**Fire Siren**

Mayor Gray advised the fire service were investigating pager coverage in the area and they had been given some new pagers to try. He advised there had been some negative feedback about the process of investigating pager coverage and the use of the fire siren in the district. Mayor Gray advised the Fire Service had advised they would be happy to change the system if it was proven the pagers worked.

**Rugby World Cup Bunting**

M Fissenden advised the bunting had been very popular and he had a list of businesses who would like bunting. The Tourism Officer advised a second pack of bunting had arrived and businesses could collect bunting

from the Council office. Bunting would be made available to schools after businesses had received their allocation.

### **Webcam**

Councillor Macphail felt the committee should look at additional webcams as they were very popular. He noted the Committee was committed regarding funding for the next year however additional webcams should be kept in mind. The Tourism Officer suggested she could investigate if any businesses would be interested in purchasing a webcam. S Rattray advised of a project at Ocean Ridge which would have internet capacity.

### **Budget 2011/2012**

The Tourism Officer provided an overview of the proposed budget which included committed funds. It was noted there had been an increase in overheads. Councillor Harmon advised Audit New Zealand had required each department to have a reasonable proportion of overheads. The draft budget had allowed just \$2,000 for general expenses. The Tourism Officer was concerned at the amount because the general expenses fund was used for discretionary funding and trade and media hosting. The previous year the amount spent had been approximately \$9500.

It was felt there was a chance the information boards may come in under budget and also that there would be some additional funds in general marketing which could be used for general expenses. It was generally felt the budget should be carried over for discussion at the next meeting when more precise figures would be available.

A discussion had been held regarding the format of the accounts. It was generally felt the format of the tabled budget report was an appropriate format.

## ***4. TOURISM OFFICER'S REPORT***

### **Cruise Developments**

It was noted the meeting with Whale Watch staff, cruise representatives and the harbour master had been successful. All requests regarding the Wharf had been actioned by Whale Watch and Council except the painting of the lead light poles which was in progress.

Nominations for the Cruise New Zealand Management Committee had been made and members were allowed 7 votes with voting closing on 11 August. It was noted C Harris had been fundamental in bringing cruises to Kaikoura and Hamish Saxton and Carmen Gimpl would provide South Island representation.

***Moved by Councillor Macphail, seconded by B Cowan and resolved that the Committee cast three votes for Craig Harris and two votes each for Hamish Saxton and Carmen Gimpl.***

### **Information Boards**

The Tourism Officer advised everything was on schedule for the information boards to be completed prior to the Rugby World Cup. The boards were currently being printed and M Chambers would meet with the carver regarding construction of the framework.

### **Website Upgrade**

The Tourism Officer advised a meeting had been held with Cabbage Tree the previous week. She advised Cabbage Tree had new ideas which were positive and exciting. It was anticipated the website would be completed by the end of November.

### **Event Funding Criteria**

The Tourism Officer advised the Events sub-committee had met on the 28<sup>th</sup> of July to work on draft event funding guidelines. She had refined the guidelines and also drafted additional documents including terms of agreement, an application form and post event report. She noted there were some items which still needed to be decided on.

With regard to the eligibility criteria it was generally felt requiring an application to be made three months in advance was not unreasonable. If events arose inside the timeframe they could be assessed on a case by case basis. It was decided the clause stating an event may be funded more than 12 months in advance should be removed.

The draft criteria included a clause which stated funding would not be awarded to events with a primary aim of fundraising. M Fissenden felt this clause was a bit ambiguous as he noted one of the primary aims of Seafest was to raise funds. Councillor Harmon advised the reason for allocating funding to events was to bring visitors to Kaikoura therefore it did not matter if the event was for fundraising or profit for an organization or individual. S Rattray felt the number one priority should be the requirement to demonstrate return on investment.

Regarding the terms of agreement for events it was agreed a post event report be provided however this did not need to include an income report but should include an expenditure report. L Burman felt event organizers needed to verify spend on marketing and felt there should be some evidence of advertising and promotional work. Clause 5 required Kaikoura District Council to be acknowledged in all publicity and signage associated with this event. It was generally felt this would be good but it was felt it may be impractical in some situations and should be dealt with on a case by case basis. It was decided the word 'all' should be removed and 'where appropriate' added.

With regard to the application form Councillor Morgan felt it should be made clear that individuals and organisations could apply for funding. It was decided there was no need to know if the applicant was GST registered. How often an event occurred would be removed because each application would be assessed on its own merits and one off events were already being supported.

It was generally felt all applications should go to the Tourism Officer in the first instance for assessment against the criteria.

*Moved by S Rattray, seconded by M Fissenden and resolved that the Funding Event Criteria be adopted subject to the above mentioned amendments with a review of the criteria be undertaken in twelve months.*

## **6. AQUATIC CENTRE UPDATE**

S Rattray provided an update on the proposed Kaikoura Aquatic Centre on behalf of the Community Facilities Charitable Trust. He provided an overview of work and investigations undertaken by the Trust to date.

The Trust had completed a site location study and the factors taken into consideration were advised. Amenities in the mix were; private and public infinity pools, leisure pools, café, sauna, gym, hydro slides, lap pools, day spa and technical design aspects.

S Rattray provided an overview of design philosophies and advised the next step was to finalise the design brief and make recommendations to Council.

## **7. KAIKOURA NEW WORLD DUATHLON**

This item had been carried over from the July meeting of the Committee. It was noted since then the event organizers had changed the date of the duathlon to the first Sunday in April and they had expanded the focus of their advertising.

*Moved by Councillor Macphail, seconded by Mayor Gray that the Committee provide funding of \$2500 to assist the event. An event report as outlined in the funding criteria to be provided to the Committee following the event.*

### **Discussion:**

The Tourism Officer felt the event should be assessed against the newly adopted Event Funding Criteria. Councillor Macphail felt the event seemed to fit with the criteria. L Buurman noted the application for funding was the most detailed the Committee had received to date. A discussion was held regarding the proposed amount of \$2500. M Fissenden noted this was similar to the amount which had been provided for other events.

*The motion was put and carried.*

*B Cowan left the meeting at 2.54pm.*

## **8. KITI UPDATE**

L Buurman advised KITI had held their AGM. K Ngapora had been appointed as Chair and J Macphail as Deputy Chair. Kuini Broughton, manager of the Kaikoura YHA, was a new committee member.

Seafest ticket sales were steady and the Department of Conservation display at the i-Site was well in progress.

***9. URGENT BUSINESS***

Mayor Gray advised he had been contacted by Mainland Steam regarding steam trains coming to Kaikoura. The issue was the old turntable at the station which was out of action. It was noted Kiwirail had resurrected the turntable in Timaru and were undertaking a business study on the one in Kaikoura. The train would run several times a year to events like the Kaikoura Races. Mainland Steam was very keen to get the train operating.

***There being no further business the meeting closed at 2.58pm.***