

**REPORT OF THE TOURISM AND DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 14 SEPTEMBER 2011, IN MEMORIAL
HALL SUPPER ROOM, ESPLANADE, KAIKOURA.**

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

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

APOLOGIES: M Fissenden, B Cowan, S Rattray

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

1. MATTERS OF IMPORTANCE TO BE RAISED AS URGENT BUSINESS

1. Meeting Structure (M Manawatu)

2. CONFIRMATION OF MINUTES 10/08/2011

Moved by L Buurman, seconded by Councillor Morgan and resolved that the report of the Tourism and Development Committee meeting held on 10 August 2011 be confirmed as a true and accurate record.

3. MATTERS ARISING FROM THE REPORT OF 10/08/2011

Cruise Developments

Carnival Cruise had selected Akaroa Harbour over Kaikoura for vessels not calling to Lyttelton. This was due primarily to the lack of official updated depth information for South Bay. The most recent charts compiled by Land Information New Zealand were from 1998. Even though Whale Watch had been able to provide updated depth information it could not be used by Carnival Cruise because it was not official.

K Ngapora advised if the chart depth could be updated prior to the coming season there was a high probability a ship would be sent here as a trial run. Work with the relevant agencies would continue to ensure the charts were updated. It was noted whatever was undertaken would need to be accepted by Land Information New Zealand. Nine vessels had planned to visit Kaikoura over the summer season, this had now been reduced to seven smaller vessels.

Street Market / Party

L Buurman advised the street party / market would be held on the same day the All Blacks would play France. The party and market would be held before the game.

It was noted approximately 500 French visitors would be in Kaikoura on the night of 6 October. The travel agent organising the visit had been concerned shops and restaurants may not have been aware of the large number of visitors arriving in Kaikoura at one time. M Fissenden (Kaikoura i-Site) had coordinated the distribution of information to Kaikoura businesses.

Mainland Steam

Mayor Gray advised Kiwirail engineers had been on site to assess the rail turn table. It had been noted the turntable was in better condition than the Timaru turntable had been in prior to its reinstatement. Kiwirail were now waiting on the engineers report however it looked positive that Kiwirail may undertake the required works on the turntable.

4. MINUTES ACTION LIST UPDATE

Webcam

It was noted webcams appeared to be quite popular and some centres had a number of cameras. Councillor Macphail felt it would be good to have more cameras in different locations in Kaikoura. The Tourism Officer would obtain information regarding the number of hits for the existing webcam.

5. TOURISM OFFICER'S REPORT

Visitors Statistics

Included in the statistics were comparisons with other centers in the South Island. These showed a mixed picture with some districts experiencing increases in number while others had shown substantial decreases.

The Tourism Officer advised the July statistics had been released the previous Monday. These showed visitors nights down by .4% and arrivals down by 8.7% making July a poor month for visitors to the district. It was noted there were limitations with the statistics but they were the only set of regular measurements available.

Flags and Bunting

The Tourism Officer advised an additional 1700 meters of Rugby World Cup bunting had been purchased over and above the original 1000 meters. Businesses were given one complimentary pack and were able to purchase additional packs. All of the bunting had been distributed.

The official flags had arrived 10 days late. Mainpower had scheduled time to hang the flags around the original arrival date but had other work scheduled when the flags actually arrived. Mainpower had advised they would have the flags hung by the end of the week. L Buurman advised there were 100 flags which was only enough for the State Highway. Seafest flags would be hung through the town and side streets.

Information Boards

The Tourism Officer advised there had been a slight delay with the printing of the boards. The construction of the northern entrance board

was underway but had not been completed. New Zealand Transport Agency had issues with the southern site and had provided three alternative options. The sites were Limestone Creek, Peketa and the corner of Inland Road and the State Highway. M Manawatu advised there was a tribal property in Oaro where the pou could be located. It was noted the carving for the Southern pou was based on Oaro. It was generally felt this site was too far from the road

The District Planner advised the original site proposed in Oaro did not meet the sight distances for safe stopping and there was a moratorium on any stopping area located near a passing bay. It was generally felt the Limestone Creek site was too far from Kaikoura. The site on the corner of Inland Road and the State Highway had the advantage of attracting traffic from the Inland Road but undesirable due to the area being a stock effluent dump site. It was generally felt the most appropriate site was the one identified at Peketa.

Financial Accounts

Information provided at the previous meeting regarding Committee finances had been incorrect. A new look financial statement was included in the agenda. Money had been allocated to streamlined categories. It was generally felt the \$20,900 showing as a budgeted closing balance be allocated as contingency funding.

M Manawatu enquired if the North Canterbury Food and Wine trail was a good investment. The Tourism Officer advised the Committee had funded the trail from its commencement. She noted income generated did not fully cover the activity so the shortfall was funded. She advised the trail had been growing over the last few years and there was a lot of interest in food and wine. It was noted the previous year Hurunui had provided funding of \$10,000 and Waimakariri \$5,000 plus time. The Tourism Officer advised ideally the trail would be self funding. N Gold noted a review of trail funding had been undertaken the previous year and it had been deemed to be a suitable investment. The Tourism Officer would provide an update on the trail for the next meeting.

6. PAINTING OF RAILWAY OVER BRIDGES

Included in the agenda was a report from Ralph Hogan regarding the painting of the railway over bridges. R Hogan acknowledged the support from the Committee and the energy of the volunteers who had helped with the work. It was noted M Chambers had provided resources for the project. Kiwirail had paid for the paint and some equipment and Council had been invoiced \$241.78 for some supplies. Reusable items had been returned to either Council or Kiwirail depending on who purchased the item. Councillor Harmon acknowledged the project had turned out very well for little cost.

7. KITI UPDATE

K Ngapora advised a Kaikoura Information and Tourism Incorporated meeting had been held the previous evening. He advised the i-Site had been performing better over the last couple of months. N Gold noted

Seafest tickets were up 10% on the same time last year. K Ngapora advised there had been some delays in the installation of the Department of Conservation display however this was nearly completed.

K Ngapora suggested the Committee may like to put together a submission supporting the Te Korowai Strategy. He noted there were some items in the document which would have a positive effect on tourism in the town.

8. URGENT BUSINESS

1. Meeting Structure

M Manawatu suggested the meeting start with a Karakia or an affirmation. He felt this practice provided a good mood for the meeting and set the tone. Councillor Morgan advised a Karakia was done at the Social Services Committee meetings. She felt the idea should be put to Council as well.

It was agreed that a Karakia or affirmation take place at the beginning and end of each meeting and this would be included as an agenda item.

Councillor Morgan noted in the Tourism and Development Strategy there was mention of a time slot for public comment at meetings. A discussion was held regarding whether the forum should be an open forum where people could speak on any topic, whether they could only speak on items in the agenda or whether the person needed to have their item included on the agenda by contacting Council staff prior to the agenda being prepared.

It was agreed an open forum would be included in the agenda for members of the public to speak to items included in the agenda. In future this may be extended to allow members of the public to speak on any item.

There being no further business the meeting closed at 2.20pm.