

MINUTES

TITLE: Communications Subcommittee
DATE: Tuesday 28 February 2012
TIME: 9.30 am
VENUE: Motueka Office, 7 Hickmott Place, Motueka

PRESENT: Crs E J Wilkins (Chair) and J L Edgar

IN ATTENDANCE: Strategic Development Manager (S Edwards)
Communications Advisor (C Choat)
Online Communications Officer (R Liddicoat)
Mr P Jennings (Dry Crust Communications)
Administration Officer (G Woodgate)

APOLOGIES

Moved Crs Wilkins/Edgar
FN12-02-19

THAT the apologies from Crs M L Bouillir and Z S Mirfin for absence be sustained.

CARRIED

1 CONFIRMATION OF MINUTES

1.1 Communications Subcommittee – 29 November 2011

Moved Crs Wilkins/Edgar
FN12-02-20

THAT the minutes of the Communications Subcommittee meeting held on 29 November 2011 containing resolutions FN11-11-31 to FN11-11-39 be received.

CARRIED

2 CHAIR'S REPORT

The Chair raised the following matters:-

- The orange colour on some Council name badges has faded.
- The Tourism rate was not being well received. It was agreed that an article was required to clarify this rate.
- It was agreed that staff needed to check the Meetings Calendar first before booking a meeting for Councillors and that the estimated length of meetings needed to be more accurate. Double bookings were still occurring. Strategic Development Manager to take this matter up at the next Manager's meeting.
- It was again requested that progress reports on the developing Community Engagement Policy and other communications policies be included in agendas for discussion.

- The Online Communications Officer advised that displaying current consultations in a more prominent and easy-to-access way on the front page of the TDC website was currently being developed and should be available in March.

**Moved Crs Wilkins/Edgar
FN12-02-21**

**THAT the Chair's verbal report be received by the Communications Subcommittee.
CARRIED**

3 COMMUNICATION ADVISOR'S REPORT – RFN12-02-01

Communications Advisor, Chris Choat was in attendance to present his report. The report provided an update on the activities of the Communications Team for January and February 2012.

The report covered the following matters:-

- Production
- Publications

The Communications Advisor informed that the next immediate communications focus would be on the Long Term Plan including the Lee Valley Dam and the amalgamation poll.

There is to be a separate Lee Valley Dam mail out soon that will include a rating map.

Mr Paul Jennings of Dry Crust Communications tabled for discussion a reformatted Newsline due to be released in May 2012 as well as an internal production process document. Changes included an 8 page format, clearer branding, mast head and briefer articles.

Recommendations from the Subcommittee on the proposed Newsline reformat included:-

- ✓ Keeping the same header on all issues
 - ✓ Changing the main photo regularly
 - ✓ By-line required changing
 - ✓ Less darker colours as background in articles to make photocopying easier
 - ✓ No zero's in front of page numbers
 - ✓ Smaller Mayoral articles - keep to key messages only
 - ✓ Smaller Mayoral photo
 - ✓ Enforce a tighter policy on what needs to be on the full page
 - ✓ Keep Community Notices to major items/events only
 - ✓ Less book reviews.
- Media Activity
A media review on the recent Civil Defence emergency was requested. The lack of news on local roads, roads closed to all but emergency traffic but not enforced etc. were two reasons for this request.

- Media Monitoring
The Communications Advisor advised that the Sentiment scale was largely driven by the Nelson Mail.

The Communications Advisor noted that Tasman District Council was awarded a sash for coming second in the trade section at the last Golden Bay A&P Show.

**Moved Crs Edgar/Wilkins
FN12-02-22**

**THAT the Communications Subcommittee receives the Communications Advisor's Report RFN12-02-01.
CARRIED**

4 WEBSITE REPORT – RFN11-11-13

Online Communications Officer, Richard Liddicoat was in attendance to present his report. The report provided an update on the activities of the Communications Team for the period November 2011 - January 2012 and included the following matters:-

- Visit Summary
- Key Analytics
- Popular Content Pages
- Popular Search Terms
- Downloads Reported from Google Analytics
- Document Downloads
- Civil Defence Emergency Management Site
- Social Media

At present Council has 70 Face book and 80 Twitter users.

**Moved Crs Edgar/Wilkins
FN12-02-23**

**THAT the Communications Subcommittee receives the Online Communications Advisor's Report (RFN12-02-02).
CARRIED**

5 FINANCE REPORT

Communications Advisor, Chris Choat tabled the Finance Report at the meeting.

The Communications Advisor advised an over-expenditure in radio but that the total would be offset by under expenditure in other areas.

The need to reduce the costs of public notices and updates was discussed. One suggestion was to consider purchasing a guaranteed half or full page to see if this reduced costs.

**Moved Crs Wilkins/Edgar
FN12-02-24**

**THAT the Communications Subcommittee receives the Finance Report (RFN12-02-03).
CARRIED**

6 DISCUSSION ON 2012 DRAFT LONG TERM PLAN CONSULTATION

Discussion on 2012 Draft Long Term Plan consultation included the following:-

- Key elements for the media
- Drop-in sessions and presentations
- Controversial issues such as the tourism rate, Lee Valley Dam and the Motueka Swimming Pool
- The need to focus locals on their own issues.

The meeting concluded at 10.45 am.

Date Confirmed:

Chair: