

MINUTES

TITLE: Information and Publicity Subcommittee
DATE: Wednesday 24 August 2005
TIME: 8.30 am
VENUE: Downstairs Meeting Room
PRESENT: Crs E E Henry (Chair), P K O'Shea, R G Kempthorne

IN ATTENDANCE: Publicity Officers (M Raffills and A Langley),
Administration Officer (B D Moore)

1 APOLOGIES

An apology for absence was received from Corporate Services Manager, D G Ward.

2 RECEIPT OF MINUTES – 20 July 2005

Moved Crs Henry/O'Shea
FN05/08/01

THAT the minutes of the Information and Publicity Subcommittee meeting of 20 July 2005, containing resolutions numbered FN05/07/01 to FN05/07/05 be received.

CARRIED

3 CHAIRPERSON'S REPORT

3.1 Meetings

Cr Henry said this meeting time clashed with another to be held that morning and would ask staff to set up a half day for the next meeting.

3.2 Registration of Newline – The Mag as a newspaper

This is to be done in order that statutory notices can be published and it will allow Council to review its use of other newspapers.

3.3 Healthy Communities

Cr Henry said that as Council is a signatory to Healthy Communities, it could reconsider advertisements in its publications for fast food outlet coupons.

3.4 Congratulations to Claire Webster

Cr Henry congratulated Claire Webster on her successful involvement with recent events, including Ecofest and Who Does What in Motueka.

3.5 Air Quality in Canterbury

Cr Kempthorne referred to this successful promotion. He said Tasman District would benefit from a similar community education programme. He suggested that the process would firstly involve a working party and then be considered by this subcommittee.

**Moved Crs O'Shea/Kempthorne
FN05/08/02**

**THAT the Information and Publicity Subcommittee Chairman's report be received.
CARRIED**

4 PUBLICITY OFFICER'S REPORT

Mr Raffills spoke to his report as provided in the agenda.

4.1 Newsline – The Mag Delivery

Mr Raffills said that Newsline – The Mag was available for delivery on Monday and by Thursday all deliveries were scheduled to be completed.

4.2 Change of Name for Newsline - The Mag

Cr Henry suggested that Newsline – The Mag be renamed "Tasman Newsline The Mag".

**Moved Crs Kempthorne/O'Shea
FN05/08/03**

**THAT Newsline – The Mag be renamed "Tasman Newsline The Mag".
CARRIED**

5 DRAFT NEWSLINE 117

The Subcommittee discussed and agreed to the content of draft Newsline 117.

6 INFORMATION AND PUBLICITY POLICY BOOKLET

When the booklet is reprinted an addition will be made to the effect that all documents and letters will be printed double-sided unless requested otherwise.

The Corporate Services Manager and Publicity Officer will organise distribution of the booklet and copies of the strategy to the appropriate staff.

7 NEWSLINE ISSUES

7.1 Content of Future Editions of Newsline

The cover story for the 6 October 2005 edition will feature the new Museum.

Topics for the two cover stories for the forthcoming month will be set at the previous month's Information and Publicity Subcommittee meeting and the Corporate Services Manager and Chair, Information and Publicity Subcommittee will have authority to change the topic if something really topical arises.

Items for next edition include:

- New museum (cover story)
- ASB Bank Aquatic Centre
- Mairi trees project
- Environmental Awards
- Mature person's scholarships
- Motor sports discussion
- Safe motor cycling workshop
- Community Board snippets
- Possibly a series on local iwi

7.2 Newsline Printing Prices

Mr Raffills was asked to come back with a report on the Newsline printing prices including such information as to environmental acceptability of the printing process to be used, samples of each company's printing, ability to delivery by the due date etc.

7.3 Sign Off Dates

The Corporate Services Manager and Publicity Officer are to set sign off dates and times for each edition of Newsline – The Mag and advise these to Subcommittee members so that they can either attend the meeting or be hooked up phone-wise to the meeting if they wish.

7.4 Council Notices in Wakefield Village News

The need to continue putting notices in the monthly Wakefield Village News was discussed in view of the fact that Newsline is moving to a fortnightly publication.

The meeting concluded at 9.45 am.

Confirmed:

Date: