

# MINUTES

**TITLE:** Communications Subcommittee  
**DATE:** Wednesday 27 February 2008  
**TIME:** 10.00 am  
**VENUE:** Tasman Council Chambers, 189 Queen Street, Richmond  
**PRESENT:** Crs N Riley (Chair), E J Wilkins, J L Edgar  
**IN ATTENDANCE:** Mayor R G Kempthorne, Cr S G Bryant, Corporate Services Manager (M W Staite), Publicity Officer (M Raffills), Environmental Education Officer (J Butler), Executive Assistant (V M Gribble)

## 1 RECEIPT OF MINUTES – 3 DECEMBER 2007

Moved Crs Wilkins/Riley  
FN08/02/01

**THAT the minutes of the Communications Subcommittee meeting of 3 December 2007, containing resolutions numbered FN07/12/01 to FN07/12/04 be received.**

**CARRIED**

## 2 REPORTS

### 2.1 Chairperson

Cr Edgar said that if community boards have regular columns in Newline, then community associations should also have them.

Moved Crs Edgar/Riley  
FN08/02/02

**THAT the Chairperson's report dated 21 February 2008 be received.**

**CARRIED**

### 2.2 Communications Officer

#### 2.2.1 A & P Shows

Mr Raffills spoke to his report and tabled a list of projects Dry Crust Communications is working on for Council.

Cr Bryant supports Council being in attendance at A&P shows as they are a beneficial way to facilitate communication between Councillors and the general public.

Cr Edgar questioned the need to have two Dry Crust Communications staff in attendance at Council's stand at A&P shows.

### **2.2.2 Media Coverage**

Media coverage highlighted the need for media strategies to deal with potential contentious issues before they break.

Cr Wilkins suggested an education programme about the building consent process and the time it takes to issue.

Mr Raffills advised that any ideas for stories should be e-mailed through to Dry Crust Communications to follow up on. He suggested a strategy be developed for featuring aspects of the building consent process in future issues of Newsline.

Mayor Kempthorne arrived at the meeting at 10.26 am.

Mr Staite requested Mr Raffills talk to the Environment and Planning Manager about media releases on the building consent process and Rob Lieffering be contacted for input on the McDonald's Motueka situation.

Cr Edgar said it is equally important to get the message out on the number of consents that are processed promptly.

Mayor Kempthorne supported being proactive with topical issues.

### **2.2.3 Community Survey**

Costs are awaited for carrying out a survey from two companies, National Research Bureau and Research First.

Mr Staite said when the questions are formulated the management team and Communications Subcommittee will review them and sign off.

### **Moved Crs Edgar/Wilkins FN08/02/03**

**THAT the Publicity Officer's report dated 21 February 2008 be received.  
CARRIED**

### **2.3 Corporate Services Manager**

Mr Staite spoke to his report contained in the agenda. He noted that the website maintenance is over budget but advised that staff are working to keep to the overall Communications budget by year end.

Mr Raffills said there are over 2,000 pages on Council's website which needs to be maintained.

**Moved Crs Riley/Edgar  
FN08/02/04**

**THAT the Corporate Services Manager's report dated 21 February 2008 be received.  
CARRIED**

### **3 DRAFT COMMUNICATIONS STRATEGY**

The report contained in the agenda considered a proposal to review Council's existing Communications Strategy.

Cr Riley suggested that members of the Subcommittee review parts of the draft strategy.

Cr Edgar said the greatest risk to an organisation is the loss of knowledge from managers and long term staffing leaving.

Mr Staite advised there are operation plans for some of the strategies, but some need to be formulated. He said it is important that management buy-in is obtained and then a new draft will be presented to a future Communications Subcommittee.

Cr Edgar suggested Web site should be called "Electronic External" and Intranet should be "Electronic Internal" which would allow for texting and other electronic means of communication.

Mayor Kempthorne asked the differences between this strategy and the current one and why we need a new strategy.

Mr Staite said the existing strategy is a mix of operational (how we do it) and covers media and branding, but doesn't contain knowledge, customer services and web. In addition it doesn't have key performance indicators that can be measured easily.

Mr Raffills supports the new strategy. There has always been difficulty in the past because Council hasn't had an overall, officially-adopted strategy. This new strategy puts everything under one umbrella and when signed off will allow for a smoother operation throughout Council.

Mayor Kempthorne said we shouldn't lose sight of the fact that not everybody has access or wants to have access, to the web. He said the Tasman Collection is important and Council needs to keep it as material people can buy.

Mr Staite said there is no intention to get rid of the Tasman Collection

Mayor Kempthorne suggested a "Welcome to Tasman" booklet be compiled similar to that available in Queenstown.

Mr Staite there are opportunities for other organisations to be involved in the Tasman Collection. He suggested that Bike/Walk Tasman and Bike/Walk Nelson could be combined into one booklet each.

Cr Bryant said it will take some time to refine the strategy and asked when it is anticipated it will be enacted. He asked about review times.

Mr Staite said he would like to have the strategy in place by June 2008, then the operation plans will be developed and fine-tuned. Each operation plan will be presented to the Subcommittee for adoption.

Feedback on the strategy will be received from Subcommittee members and be included in the agenda for the next meeting.

**Moved Crs Wilkins/Edgar  
FN08/02/05**

**THAT the draft Communications Strategy report dated 20 February 2008 be received and reported back to the next Communications Subcommittee meeting on Wednesday 9 April 2008.**

**CARRIED**

The meeting concluded at 11.26 am.

Chair:

Date: