

MINUTES

TITLE: Information and Publicity Subcommittee
DATE: Wednesday 19 July 2006
TIME: 8.30 am
VENUE: Heaphy Room, 189 Queen Street, Richmond
PRESENT: Crs E E Henry (Chair), P K O'Shea, R G Kempthorne
IN ATTENDANCE: Corporate Services Manager (D G Ward), Education Officer (C Webster), Publicity Officers (M Raffills, D Cowdery, A Dunn), Minute Secretary (V M Gribble)

APOLOGIES

Moved Crs O'Shea/Kempthorne
FN06/07/01

THAT an apology for absence from Mayor J C Hurley be sustained.
CARRIED

1 RECEIPT OF MINUTES – 16 May 2006

Moved Crs O'Shea/Kempthorne
FN06/07/02

THAT the minutes of the meeting of the Information and Publicity Subcommittee held on 16 May 2006, containing resolutions FN06/05/01 to FN06/05/03 be received.

2 CHAIRPERSON'S REPORT

2.1 Newline Review

M Raffills tabled a report which reviewed the Publicity Strategy. It was noted that advertising in Nelson Mail on Wednesdays stopped at the beginning of 2006 and advertising in Nelson Mail on Saturdays was due to cease in July 2006. Legal advice confirms that Council is meeting its statutory obligations for advertising through using Tasman Newline – The Mag.

Cr O'Shea was concerned that people from outside the district who glean Council information from Nelson Mail will not now be able to. She suggested a notice be put in Newline Update advising of the change and also that solicitors should be notified.

C Webster suggested that notices should be included in both versions of The Leader.

Mr Ward reminded the Subcommittee that an independent survey had revealed that 94% of the people surveyed said they had either seen or read Tasman Newline – The Mag.

Cr Henry asked for a staff report to be presented for the next Information and Publicity Subcommittee meeting and that Mr Bush-King also be invited to attend.

2.2 Future Articles for Tasman Newslite – The Mag

The Chairperson's report contained a list of articles to be used for future editions of Tasman Newslite – The Mag.

Mr Raffills reported on a meeting he had with the Youth Council who are discussing a youth-focused quarterly publication that would pay for itself through advertising.

2.3 Advertising Guidelines

Cr Henry asked that a recommendation be made to the Corporate Services Committee adopting the advertising guidelines, so that all Councillors are aware of the guidelines which are in line with Council policy.

**Moved Crs O'Shea/Kempthorne
FN06/07/03**

**THAT the Advertising Guidelines be referred to the Corporate Services Committee with the recommendation that they be adopted.
CARRIED**

Cr Henry asked for a financial report for the next meeting.

**Moved Crs O'Shea/Kempthorne
FN06/07/04**

**THAT the Chairperson's Report for July 2006 be received.
CARRIED**

3 FRESH FM RELATIONSHIP PROPOSAL

Mr Ward advised that a proposal from Fresh FM had been received which offered either:

- Fresh Air Breakfast Show Sponsorship; or
- Tasman District news bulletin

**Moved Crs Kempthorne/Henry
FN06/07/05**

**THAT Fresh FM be advised the Subcommittee considered their proposal but declined.
CARRIED**

4 PUBLICITY OFFICER'S REPORT

Mr Raffills reported he had not talked with Waimea Weekly yet and Hubbub will be published as usual for the next edition, then be reviewed.

Mr Raffills advised that he had received costs for event signs to be placed on the Richmond Deviation and it needed to be decided whether it was a Council project or Richmond Unlimited project.

5 KOWHAIWHAI

C Webster tabled examples of the Kowhaiwhai that had been designed specifically for Council.

**Moved Crs O'Shea/Henry
FN06/07/06**

THAT:

- a) **the information and Publicity Subcommittee recommends to Corporate Services the use of the Kowhaiwhai design for selected Environment and Planning and Community Services Departments educational material;**
- b) **if use is made of the Kowhaiwhai by other Council departments, that this be referred to the Information and Publicity Subcommittee first.**

CARRIED

6 CONTENT FOR NEWSLINE – THE MAG

Arts Councils
Arts Festival
Richmond Unlimited
Our Town Motueka
Ecofest
Moutere Hills Community Centre and Sports Complex

The meeting concluded at 9.35 am.

Chair:

Date: