

MINUTES

TITLE: Information and Publicity Subcommittee
DATE: Wednesday 21 February 2007
TIME: 10.30 am
VENUE: Wangapeka Meeting Room, 189 Queen Street, Richmond
PRESENT: Mayor J C Hurley, Crs E E Henry (Chair), R G Kempthorne
IN ATTENDANCE: Corporate Services Manager (D G Ward), Customer Services Manager (S Westley), Environment and Planning Education Officer (C Webster), Publicity Officers (D Cowdrey, A Dunne), Minute Secretary (V M Gribble)

APOLOGIES

**Moved Cr Kempthorne/Mayor Hurley
FN07/02/01**

**THAT apologies from Cr P K O'Shea for absence be sustained.
CARRIED**

1 CONFIRMATION OF MINUTES

1.1 Information and Publicity Subcommittee – 13 December 2006

**Moved Crs Kempthorne/Henry
FN07/02/02**

**THAT the minutes of the Information and Publicity Subcommittee meeting held on 13 December 2006, containing resolutions FN06/12/01 to FN06/12/04 be confirmed as a true and correct record of the proceedings of that meeting.
CARRIED**

2 CHAIRPERSON'S REPORT

2.1 Information and Publicity Strategy

Cr Henry advised that the strategy will be reviewed in March 2007.

2.2 Newsline – The Mag

Cr Henry noted that the deadlines for Newsline proofing are very tight. She suggested that at least 24 hours is needed for checking.

2.3 Name Badges

Cr Henry commented on the types of name badges that staff are wearing. She asked that standardisation of name badges be investigated.

3 PUBLICITY OFFICER'S REPORT

3.1 Shows and Events Update

A & P Shows went very well. Market Day in Richmond was a very successful day and it was suggested that Council could extend its exposure at other community events.

3.2 Tasman Collection Update

Mr Ward reported on the sales for the Tasman Collection. The books were very good quality publications, very well marketed and have been well received by the public. He said the Subcommittee needs to consider the subjects to be included in the 2007/2008 Tasman Collection. Mr Ward advised that all of the schools in the district were sent complimentary sets of the Tasman Collection. Real Estate agents were advised about the Tasman Collection and feedback from them has been very good.

Mayor Hurley reported he had received good feedback on the Tasman Collection.

3.3 Kiwi Monopoly Board

The Boards will be printed with New Zealand towns on them.

3.4 Events Advertising – Nelson Airport

Mayor Hurley referred to the advertising board at Nelson Board and mentioned various events throughout the District which could be advertised more extensively, ie Ngatimoti Fair, Pigeon Valley Steam Museum, Brightwater Wine and Food Festival, Ecofest. He suggested the advertising data show at the airport could have these events included.

3.5 Review of Current Jobs List

Mr Cowdrey tabled a list of projects that Drycrust is currently working on.

4 FINANCIAL REPORT

4.1 Seven Months Actual to 31 January 2007

The agenda contained a report which showed comparative expenditure against budget for the seven months ended 31 January 2007.

4.2 Draft 2007/2008 Budget

Mr Ward referred to this item in his report in which he requested the Subcommittee give consideration to its current contractual obligations or other opportunities that may be available during the 2007/2008 financial year. He said the Subcommittee must, at its next scheduled meeting, decide whether it is satisfied with the coverage in the weekly newspapers, consider its position on advertising in the Nelson Mail and also radio advertising. He advised that the same budget for 2006/2007 has been assumed

for 2007/2008 and said the draft budget will be discussed in detail at the next meeting of the Subcommittee when all members will be present.

**Moved Mayor Hurley/Cr Kempthorne
FN07/02/03**

**THAT the Financial report for the period ending 31 January 2007 be received.
CARRIED**

5 NEWSLINE – THE MAG

5.1 Annual Plan Edition

Mr Ward suggested that the edition of Newsline scheduled for 22 March 2007 be put out a week early (15 March 2007) to make sure it is available well before the annual plan public meetings commence. He said the draft annual plan will be circulated on 9 March 2007.

5.2 Future Stories

Recycling	Murchison Sport and Recreation Complex
Rates Rebate	Motor Cross Variation
Parking at Marahau	Land acquisition at Best Island
Enviro Award Winner	Pest of month
Mobility Scooters Forum	Pool story
Takaka firewells	Road Safety Update
Skate Park Tour	Smart Living Month
Staff Focus	Sherry River Field-day

The meeting concluded at 11.25 am.

Chair:

Date: