

MINUTES

TITLE: Communications Subcommittee
DATE: Wednesday 27 January 2010
TIME: 10.00 am
VENUE: Tasman Council Chamber, 189 Queen Street, Richmond

PRESENT: Cr E J Wilkins (Chair), Crs S J Borlase, J L Edgar and S G Bryant

IN ATTENDANCE: Strategic Development Manager (S Edwards), Corporate Services Manager (M W Staite), Communications Officers (C Choat, P Jennings,), IS Webmaster (T Easton), Administration Officer (J A Proctor)

1 CHAIR'S REPORT – RFN10-01-01

Cr Wilkins spoke to the report contained in the agenda.

Moved Crs Wilkins/Borlase
FN10/01/01

THAT the Chair's report RFN10-01-01 be received.
CARRIED

2 REALIGNMENT OF COMMUNICATIONS RESPONSIBILITIES – RFN10-01-04

Strategic Development Manager, Ms Edwards spoke to the Chief Executive Officer's report, contained in the agenda.

The purpose of the report was to advise the Subcommittee that the responsibility for the Communications function had been transferred from the Corporate Services Department to the Strategic Development Department.

Mr Staite thanked the Subcommittee for their support over the years and stated that he had enjoyed working with them.

Councillors concurred with Mr Wylie's comments in his report regarding the good job done by Mr Staite and welcomed Ms Edwards to the role.

Cr Bryant joined the meeting at 10.10 am.

Moved Crs Wilkins/Edgar
FN10/01/02

THAT the Communications Subcommittee notes the report on the realignment of the Communications function from the Corporate Services Department to the Strategic Development Department.
CARRIED

3 STRATEGIC DEVELOPMENT MANAGER – RFN10-01-02

Strategic Development Manager, Ms Edwards spoke to the report contained in the agenda.

The purpose of the report was to update the Subcommittee on the recent developments in the communications area.

Ms Edwards thanked and acknowledged Mr Staite's hard work.

Ms Edwards advised that Dry Crust's contract with the Council would be renewed for a further two months upon expiry and then renewed monthly until the tender relating to a new contract had been finalised. In response to questioning, Ms Edwards advised that there was an expectation that this process would be completed prior to commencing the new financial year.

Councillors and staff arranged for a workshop to be held on Wednesday 17 February 2010, from 10 am to 2 pm to discuss various issues.

Moved Crs Wilkins/Borlase FN10/01/03

THAT the Strategic Development Manager's update report RFN10-01-02 be received.

CARRIED

4 FINANCE REPORT – RFN10-01-07

Corporate Services Manager, Mr Staite spoke to the report contained in the agenda.

The purpose of the report was to provide an update to the Communications Subcommittee on the communications budget and expenditure.

Mr Staite stated that advertising spend was seasonal which reflected in some of the figures.

Mr Staite advised that this budget would be reviewed by Ms Edwards and Mr Choat to ensure that Council received maximum value for money and that the most appropriate form of media advertising was being utilised.

Councillors stated that radio advertising had a place for reaching a target audience e.g. in a crises situation, but that the level of spending previously allocated to this medium, needed to be revisited.

In response to questioning, Mr Staite advised that the Nelson Mail spend was accounted for separately by each department.

**Moved Crs Edgar/Wilkins
FN10/01/04**

**THAT the Finance Report RFN10-01-07 be received.
CARRIED**

5 PUBLICITY REPORT – RFN10-01-06

Paul Jennings spoke to Mr Raffills report contained in the agenda.

The purpose of the report was to provide an update on publicity activity to the Communications Subcommittee.

It was stated that the Jam magazine was being reviewed as feedback had shown that the internet was the most popular medium with that demographic and councillors concurred with this statement.

As a result of feedback received, the content of Boredom Busters had been changed to introduce more activities i.e. word puzzles etc.

Councillor Edgar advised that Hummin' in Tasman was not on the Tasman District Council website; Mr Jennings advised that this would be rectified.

A discussion ensued regarding future A&P shows and it was acknowledged that there was room for improvement with regards to the location and visual impact of the Council display. Mr Jennings stated that the sighting of the stall at the Motueka A&P show was disappointing due to a last minute change of position by the organiser.

**Moved Crs Wilkins/Borlase
FN10/01/05**

**THAT the Publicity report RFN10-01-06 be received.
CARRIED**

6 MEDIA REPORT – RFN10-01-05

Paul Jennings spoke to Mr Raffills report contained in the agenda.

The purpose of the report was to provide an update on media activity to the Communications Subcommittee.

In response to questioning, Mr Jennings advised that Fresh FM achieved good penetration in the Golden Bay and Motueka areas.

**Moved Crs Edgar/Wilkins
FN10/01/06**

**THAT the Media report RFN10-01-05 be received.
CARRIED**

7 ELECTION COMMUNICATIONS – OAG GUIDELINES – RFN10-01-08

Communications Officer, Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to highlight the Office of the Auditor General (OAG) guidelines regarding communications in a pre-election period.

Mr Choat introduced himself to the Subcommittee and advised that he was looking forward to working with councillors and staff.

It was discussed that Mayor Kempthorne's website needed to be reviewed in light of Mr Choat's report. Mr Choat agreed to provide the Subcommittee with a report on the matter once further discussion had taken place with Mayor Kempthorne. Councillors requested that this item be discussed at the February workshop.

**Moved Crs Edgar/Borlase
FN10/01/07**

**THAT report RFN10-01-08 Election Communications – OAG Guidelines be received and it be referred to the appropriate forum to inform all elected members.
CARRIED**

8 WEBSITE UPDATE – RFN10-01-03

Strategic Development Manager, Ms Edwards spoke to the report contained in the agenda.

The purpose of the report was to introduce Tama Easton who provided the Subcommittee with a verbal update on the re-development of the Council's website.

Mr Easton advised that the new Council and Library websites would be launched in June 2010. An extensive consultation process had taken place involving staff and the

general public, which was ongoing. Silverstripe is assisting in the development of the new websites and Silverstripe Content Management System (CMS) would be used.

Mr Easton advised that the websites would continue to evolve and that the aim was to produce attractive websites which were user friendly.

In response to questioning, Mr Easton confirmed that there would be a number of staff responsible for maintaining the websites and that it was envisaged that a select number would have the ability to edit, approve and publish content.

Councillor Bryant questioned whether other new mediums such as “facebook” and “twitter” would be incorporated in the new websites. Mr Easton advised that they may be included for people to express their opinions.

Mr Easton advised that a review of the Intranet would take place at a later date and that it was critical to focus on the public websites first.

**Moved Crs Wilkins/Edgar
FN10/01/08**

**THAT the Communications Subcommittee notes the verbal update from Council’s webmaster on the re-development of the Council’s website.
CARRIED**

9 STORIES FOR NEWSLINE

Councillors were asked for suggestions for possible articles for Newsline. The following list was compiled:

Kiyosato visit in February 2010, Annual Plan updates, Port Tarakohe, updates on community facilities, Bike Wise follow up, water returns and why they are important, Motorcycle Code of Practice, the importance of recycling, Learn to Swim pool update, Richmond Library developments, rules on freedom camping within the District and Lee Valley Dam update.

The meeting concluded at 11.10 am.

Date Confirmed:

Chair: