

# MINUTES

**TITLE:** Communications Subcommittee  
**DATE:** Tuesday 23 November 2010  
**TIME:** 1.33 pm  
**VENUE:** Council Chambers, 189 Queen Street, Richmond

**PRESENT:** Cr E J Wilkins (Chair), Mayor R Kempthorne, Cr J L Edgar, Cr Z S Mirfin and Cr M L Bouillir

**IN ATTENDANCE:** Strategic Development Manager (S Edwards), Communications Adviser (C Choat), Administration Officer (J A Proctor)

## 1 REPORTS

### 1.1 Chair's Report

The Chair provided the Subcommittee with a verbal report.

The Chair welcomed Cr Bouillir to the Subcommittee and publicly acknowledged the work of the previous Subcommittee and Council staff.

The Chair requested that staff check the location of Council's stand at the Motueka A and P Show to ensure that it was suitable. The Chair advised that the Subcommittee would meet every two months on the fourth Tuesday at the Motueka Office.

**Moved Crs Wilkins/Bouillir  
FN10-11-01**

**THAT the Chair's verbal report be received by the Communications Subcommittee.  
CARRIED**

## 2 RECEIPT OF MINUTES – 29 September 2010

**Moved Crs Edgar/Wilkins  
FN10-11-02**

**THAT the minutes of the Communications Subcommittee meeting held on 29 September 2010 containing resolutions FN10-09-34 to FN10-09-42 be received by the Communications Subcommittee.  
CARRIED**

## **1 REPORTS - Continued**

### **1.2 Communications Finance Report – November 2010 – RFN10-11-09**

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to provide the Subcommittee with an update on communication expenditure.

Staff provided the Subcommittee with a detailed explanation on specific items contained in the Report. Staff advised that the budget for “Publicity – Sport Tasman” would be reviewed and that the findings reported back to the Subcommittee. It was agreed that “General Publicity” would be reported in greater detail in future reports.

#### **Moved Crs Edgar/Wilkins FN10-11-03**

**THAT the Communications Subcommittee receives the Communications Finance Report November 2010 RFN10-11-09.  
CARRIED**

### **1.3 Communications Activity Report – RFN10-11-10**

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to inform the Communications Subcommittee of the work and achievements of Council’s communication function.

Staff advised that they would investigate the issue of signage at the entry points to the District and to Richmond, and report back to the Subcommittee.

Discussions ensued regarding the ability to complete forms on line via Council’s website. It was agreed that staff would provide the Subcommittee with a progress report at its next meeting.

Staff advised that Council would be the lead sponsor for community functions notices aired on “The Edge” for December 2010, January and February 2011.

#### **Moved Crs Wilkins/Mayor Kempthorne FN10-11-04**

**THAT the Communications Subcommittee receives the Communications Activity Report November 2010 RFN10-11-10.  
CARRIED**

#### **1.4 Media Monitoring Report September and October 2010 – RFN10-11-11**

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to inform the Communications Subcommittee of the media coverage of the Council.

**Moved Crs Edgar/Wilkins  
FN10-11-05**

**THAT the Communications Subcommittee receives the Media Monitoring Report for September and October 2010 RFN10-11-11.  
CARRIED**

#### **1.5 Newsline Review Progress Report – RFN10-11-12**

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to provide the Communications Subcommittee with a progress report on Newsline.

A document titled “Summary of Newsline Questionnaire Feedback” was tabled.

A discussion ensued regarding this document and staff advised that they would quantify what information people wanted in Newsline via meetings with Community Associations. It was stated that the public had requested factual topical information and that it would be prudent to outline the principles of Newsline in a future edition.

Cr Mirfin arrived at the meeting at 2.11 pm.

Staff would advise the Subcommittee on what percentage of the District had access to Broadband.

**Moved Crs Wilkins/Bouillir  
FN10-11-06**

**THAT the Communications Subcommittee notes the content of the Newsline Review Progress Report RFN10-11-12.  
CARRIED**

#### **1.6 Role of the Communications Subcommittee Report – RFN10-11-13**

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

The purpose of the report was to outline the role of the Communications Subcommittee and the upcoming major policy decisions on the work programme.

**Moved Crs Wilkins/Edgar  
FN10-11-07**

**THAT the Communications Subcommittee notes the contents of the Role of the  
Communications Subcommittee Report RFN10-11-13.  
CARRIED**

The meeting concluded at 2.35 pm.

Date Confirmed:

Chair: