

MINUTES

TITLE: Communications Subcommittee
DATE: Tuesday 29 November 2011
TIME: 9.00 am
VENUE: Motueka Office, 7 Hickmott Place, Motueka

PRESENT: Crs E J Wilkins (Chair), M L Bouillir and J L Edgar

IN ATTENDANCE: Communications Advisor (C Choat)
Strategic Development Manager (S Edwards)
Online Communications Officer (R Liddicoat)
Mr P Jennings (Dry Crust)
Administration Officer (G Woodgate)

APOLOGIES

Moved Crs Wilkins/Edgar
FN11-11-31

THAT apologies from Cr Z S Mirfin for absence be sustained.
CARRIED

1 CONFIRMATION OF MINUTES

1.1 Communications Subcommittee – 27 September 2011

Moved Crs Wilkins/Bouillir
FN11-11-32

THAT the minutes of the Communications Subcommittee meeting held on 27 September 2011 containing resolutions FN11-09-01 to FN11-09-10 be received.
CARRIED

2 CHAIR'S REPORT

The Chair was advised on the following:-

- There is an A&P show at Motueka this coming weekend
- Plaques at Decks Reserve are an ongoing project
- Freedom Camping guidelines need to be more widely available.

Moved Crs Wilkins/Edgar
FN11-11-33

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

3 COMMUNICATION ADVISOR'S REPORT – RFN11-11-11

Communications Advisor, Chris Choat was in attendance to present his report. The report provided an update on the activities of the Communications Team for September and October 2011.

The following matters were discussed:-

- Summer holiday productions now out for distribution
- Summer advertising of Council services has begun aimed at visiting holidaymakers
- Community engagement is now following a three tier approach beginning with conversation, followed by feedback and then submission stage
- It was requested that progress reports on the developing Community Engagement Policy and other communications policies be included in agendas for discussion
- It was requested that funding for Proactive go back to Council as an LTP item for discussion
- Boredom Busters Parents Survey results 2011 were analysed. Cost savings on Boredom Busters ie cut back to 4 pages per issue with only basic details being included was discussed.

**Moved Crs Wilkins/Edgar
FN11-11-34**

**THAT the Communications Subcommittee receives the Communications Advisor's Report RFN11-11-11.
CARRIED**

4 FINANCE REPORT

Communications Advisor, Chris Choat was in attendance to present his report. The Finance Report provided a view of the current Council wide communications expenditure for September and October 2011. The overall communications spend is 31.82% which is below the four month budget of 33.33%.

It was noted that the Motueka and Takaka Library's budget spends were quite high and that they should be advised accordingly.

**Moved Crs Edgar/Bouillir
FN11-11-35**

**THAT the Communications Subcommittee receives the Finance Report (RFN11-11-12).
CARRIED**

5 WEBSITE REPORT – RFN11-11-13

Online Communications Officer, Richard Liddicoat was in attendance to present his report. The report provided an update on the activities of the Communications Team for September and October 2011 and included the following matters:-

- Website statistics
- Downloads report from SilentOne – October 2011
- New and updated content/development
- Library website project
- Pohara boat ramp management media release
- Webcam of construction projects.

The need for online registrations to be available to all Tasman District libraries for their Summertime Reading programmes was requested. Online Communications Officer to discuss with Motueka and Takaka Libraries.

It was requested that the front page of the Tasman District Council website display current consultations in a more prominent and easy-to-access way. The Online Communications Officer advised that this was currently under action and should be available before Christmas.

**Moved Crs Bouillir/Wilkins
FN11-11-36**

**THAT the Communications Subcommittee receives the Website Report (RFN11-11-13).
CARRIED**

6 POLICY REGARDING THE USE OF THE NAME ‘TASMAN’S GREAT TASTE TRAIL’ – RFN11-11-14

Communications Advisor, Chris Choat was in attendance to present his report. The report provided a policy designed to maintain the integrity of the name, specifically chosen and designed to support the unique proposition the Trail offers and its location. The naming policy identified the use of, and the rules by which, the Trail’s name shall be used in marketing, related publicity and signage. This policy also determined and guides the use of the name by all parties.

The Communication Advisor was requested to have enquiries on the Policy forwarded to the Trust address, rather than a named person and a generic phone number, and to put the abbreviation ‘NTCTT’ in full.

**Moved Crs Edgar/Bouillir
FN11-11-37**

**THAT the Communications Subcommittee receives the Policy regarding the use of the name ‘Tasman’s Great Taste Trail’ Report RFN11-11-14.
CARRIED**

7 MEDIA REPORT – RFN11-11-15

Communications Advisor, Chris Choat was in attendance to present his report. The report provided media activity and results captured through monitoring by Meltwater.

The Communications Advisor was requested to modify the table that advised the number of times the phrase 'Tasman District Council' had been mentioned in the media by including a header. He was also requested to enlarge the screen shot of Spikes of Hits for easier reading. He was also asked to put the dates on the last bar graph on page 33 of the agenda.

**Moved Crs Wilkins/Bouillir
FN11-11-38**

**THAT the Communications Subcommittee receives the Media Report
RFN11-11-15.
CARRIED**

8 DRAFT EVENT SUPPORT POLICY – RFN11-11-16

The Communications Advisor tabled a report entitled 'Draft Event Support Policy' and included the draft Policy as Appendix 1. The report introduced for discussion the formation of the Event Support Policy to reinforce recognition of Council's role within the Community and acknowledgement of rates investment on the Community's behalf.

During discussion on the draft Policy, it was recommended that a Workshop be held to discuss matters such as:-

- Financial thresholds
- Acknowledgements
- Events
- Non Council-owned facilities
- Council supported organisations.

**Moved Crs Wilkins/Edgar
FN11-11-39**

**THAT the Communications Subcommittee receives the Draft Event Support Policy RFN11-11-16 and requests staff to organise a workshop of Subcommittee members and relevant staff to discuss financial thresholds and policy criteria.
CARRIED**

9 DISCUSSION ON LONG TERM PLAN CONSULTATION

The Strategic Development Manager tabled a paper that outlined consultation on the 2012 Draft Long Term Plan for discussion. The paper included the following key headings:-

- Draft LTCCP Consultation 2009
- Open sessions & public meetings
This list was modified with the addition of Brightwater and St. Arnaud.
- Organisation meetings and discussions
- May Workshop comments on 2012 process
- Key message for 2012?
Focus on maintaining existing assets, regulation, growth – added to this was the delivery of core services.

Additions included:-

- Priorities such as affordability, service reductions (deferrals or cuts/removal)
- Pushed out capital works.

- Communications plan
- What level of consultation and process for 2012?
Addition – holding meetings in association with Community Associations.

It was agreed that consultation should be by Wards only, be target specific and that there was a need for articles to be placed in newsletters such as GreyPower's newsletter in order to target the membership not just the Committee.

Discussion on venues and times ensued.

Next Communications Subcommittee Meeting

The Chair requested the next meeting of the Communications Subcommittee scheduled for 24 January 2012 be rescheduled to a February date. Strategic Development Manager to arrange.

The meeting concluded at 10.35 am.

Date Confirmed:

Chair: