

MINUTES

Title: Publicity Subcommittee
Date: Wednesday 26 January 2005
Time: 8.30 am
Venue: Downstairs Meeting Room
Present: Mayor J C Hurley, Crs E E Henry (Chair), P K O'Shea, R G Kempthorne
In Attendance: Corporate Services Manager (D G Ward), Publicity Officers (M Raffills & A Langley), Environmental Education Officer (S Baxter), Corporate/Engineering Administrator (V M Gribble)

1 Receipt of Minutes – 17 November 2004

Moved Crs O'Shea/Kempthorne
FN05/01/01

That the minutes of the meeting of the Publicity Subcommittee held on 17 November 2004, containing resolutions numbered FN04/11/01 to FN04/11/02 be received.

Carried

2 Chairperson's Report

Cr Henry spoke to her report that had been circulated prior to the meeting.

2.1 Subcommittee Name

The Subcommittee is currently operating under the name "Publicity Subcommittee". In her report the Chair suggested that it may be more prudent to reinstate the original name of the Subcommittee – "Information and Publicity Subcommittee" as this more clearly reflects the Subcommittee's role.

After discussion, it was decided that the name of the Subcommittee will be "Information and Publicity Subcommittee". It will be referred to Corporate Services Committee for ratification.

Moved Crs O'Shea/Kempthorne
FN05/01/02

That the Publicity Subcommittee recommend to Corporate Services Committee that the working name of the Subcommittee in future be Information and Publicity Subcommittee.

Carried

2.3 Consultation

Mr Ward is to hold preliminary discussions with National Research Bureau about the survey proposed to be undertaken in October 2005. Councillors and staff will be asked for information on topics they would like referred to by survey questions.

2.4 Subcommittee Review

A workshop will be held on Wednesday 9 February 2005 from 9.00 am to 12.30 pm to review the activities of the Subcommittee. Members were asked to contact the Chairperson prior to that meeting with any items they wished to have discussed.

2.5 Budget

A draft budget for the 2005/2006 will be included in the agenda for the next Information and Publicity Subcommittee meeting.

2.6 Show Tent

Cr Henry thanked all those who were involved with setting up, manning and dismantling the show tent at the various A & P Shows. She said having one councillor on duty at a time this year worked well and suggested that system continue next year.

2.7 Meeting Dates

It was decided that the Information and Publicity Subcommittee meetings would continue to be held on a Wednesday from 8.30 am to 10.30 am and the Grants and Community Facilities Rate Subcommittee meetings would be changed to commence at 10.30 am.

Moved Crs O'Shea/Kempthorne
FN05/01/02

**That the Chairperson's report for January 2005 be received.
Carried**

3 Publicity Officer's Report

3.1 Tasman Collection

Mr Ward advised that the Tasman Collection marketing had been very successful this summer, with an almost complete sell out of Walk and Bike Tasman books. He said a re-launch of new publications of Walk and Bike Tasman would be undertaken this year.

Mayor Hurley arrived at 8.45 am.

Mr Ward said the DVD and the pens were a very popular inclusion in this year's Tasman Collection.

Mr Raffills undertook to find out where Christchurch City Council had their pens printed as the printing on them was lasting better than the printing on the Tasman District Council ones.

3.2 Website Update

News stories on current issues are put on the website twice weekly.

Mr Raffills undertook to make the Cycle Crash Survey more accessible on the Tasman District Council website.

3.3 Project Update

Mr Raffills will table a project update at the workshop to be held on 9 February 2005.

Moved Crs Kempthorne/O'Shea
FN05/01/03

**That the Publicity Officer's Report for January 2005 be received.
Carried**

4 Financial Report

Cr Kempthorne asked that monthly year to date figures be included in the financial report each meeting.

Mayor Hurley asked for an update on the Richmond visitor information centre.

Mr Ward undertook to circulate a report he had previously prepared on the Richmond Information Centre for consideration at the Subcommittee workshop on 9 February 2005.

5 Draft Newslines 110

The Subcommittee reviewed draft Newslines 110 which will go to the printers on Friday and be distributed to households during the week commencing 7 February 2005.

6 Richmond Signage

Mrs Cara Morrell who was co-ordinating the new signage on behalf of Richmond Unlimited and Keep Richmond Beautiful was in attendance to speak to the Subcommittee about proposed new signs and the siting of them.

Mrs Morrell tabled four samples of signs for the Subcommittee's consideration. She said it was proposed that the signs be sited:

- Lower Queen Street, near the MDF Plant;
- Gladstone Road, a little further back from the corner of Waimea Village than the present sign;
- Salisbury Road, relocated near the edge of the ASB Bank Aquatic Centre Tasman site.

Cr Kempthorne asked that the sign on Salisbury Road be located so that it isn't in the sightline of the new underpass. He suggested Steve Elkington be consulted on the siting of the sign.

Mayor Hurley was not happy about the wording "It's all good" and suggested "sun time, fun time" or "where the parking is free". He considered it to be low impact.

Mrs Morrell said Richmond Unlimited were happy about the slogan which had been selected from several and have stepped back from the project now to let Keep Richmond Beautiful see it through.

It was agreed that the Tasman District Council logo would be incorporated into the sign in the lower left hand corner.

Costs for the sign writing, construction and placement of the three signs were \$3,452.10.

Moved Crs Kempthorne/O'Shea
FN05/01/04

**That the Publicity Subcommittee agree with the proposed sitings for the signs, subject to checking with the Road Asset Engineer concerning the siting of the Salisbury Road one.
Carried**

Moved Crs Kempthorne/Henry
FN05/01/05

**That the Publicity Subcommittee approve the design designated exhibit "A" with the addition of the district logo in the bottom left hand corner.
Carried**

Mr Ward suggested that the cost of the signs be funded from the Subcommittee's discretionary budget and that the Subcommittee offer signage opportunities for the other towns in the district.

Mayor Hurley suggested Council contribute \$2,000 plus consent fees and other organisations contribute the rest.

Mrs Morrell advised that the cost includes labour from Keep Richmond Beautiful who were willing to donate that time.

Mr Ward undertook to advise Richmond Unlimited and Keep Richmond Beautiful of the Subcommittee's decision and will report back to the next meeting.

7 Content for Newsline 111

- Ecofest – pull out four pages
- Regional Museum
- Refuse Update
- Community, Environment Awards
- Roothing Update

The meeting concluded at 10.20 am.

Date Confirmed:

Chair: