

MINUTES

TITLE: Communications Subcommittee
DATE: Wednesday 24 September 2008
TIME: 10.00 am
VENUE: Council Chamber, 189 Queen Street, Richmond
PRESENT: Cr E J Wilkins (Chair), Mayor R G Kempthorne, Crs J L Edgar, S J Borlase,
IN ATTENDANCE: Crs S G Bryant, T E Norriss, Chief Executive (P J Wylie), Corporate Services Manager (M W Staite), Communication Officers (M Raffills, B Dunn), Administration Officer (B D Moore)

APOLOGIES

**Moved Cr Edgar/Mayor Kempthorne
FN08/09/01**

**THAT apologies for lateness from Cr Borlase be sustained.
CARRIED**

1 RECEIPT OF MINUTES – 21 AUGUST 2008

**Moved Crs Wilkins/Edgar
FN08/09/02**

**THAT the minutes of a meeting of the Communications Subcommittee held on 21 August 2008, containing resolutions FN08/08/08 to FN08/08/15 be received.
CARRIED**

2 CORPORATE SERVICES MANAGER'S REPORT

2.1 Next Meeting

Mr Staite confirmed that the next meeting of the Communications Subcommittee would be held in Motueka.

2.2 Adoption of Communications Strategy

It was reported that the Communications Strategy would be referred to the Corporate Services Committee meeting to be held on 2 October 2008 for formal adoption.

2.3 Proposed expansion of Newline Publication

Mr Staite reported that it was now possible to expand Newline to 12 pages when and if required. Any expansion would be cost-neutral.

2.4 Communitrak Service Report

The results of this report were expected soon and it was noted that some Councillors were rung during the course of this survey.

2.5 Financial Report

The Corporate Services Manager's report contained financial details for the two months to 31 August 2008.

2.6 Nelson City Council – Funding for Sport Tasman Advertising

A letter dated 29 August 2008 from Nelson City Council Manager Public Communications saying that if Sport Tasman wishes to bid for support from Nelson City Council for advertising, it must do so through the grants process.

**Moved Crs Wilkins/Edgar
FN08/09/03**

**THAT the Corporate Services Manager's report dated 16 September 2008 be received.
CARRIED**

3 COMMUNICATIONS OFFICER'S REPORT

Mr Raffills spoke to his report dated 16 September 2008 contained within the agenda.

3.1 Presentation of Publicity Material

Mayor Kempthorne agreed that it was important for all staff to put all communication devices issued to the public through Dry Crust, the Council's contracted publicity agents, for the purpose of checking quality, presentation and uniformity.

3.2 Current Jobs

Attached to this report was a production list of jobs and their status, currently being processed through Dry Crust.

Cr Norriss arrived at the meeting at 10.30 am.

3.3 A & P Shows

Mr Raffills said that there will be six A & P shows held in the district over the coming summer. He said the first is on 24 November 2008 and that last year the cost to Council for attendance at these shows was \$8,000.

Mr Staite referred to the Council booths at A & P shows as a good opportunity for Council to get LTCCP input from the public.

Mr Raffills said that Dry Crust needs to make space bookings on behalf of Council for these shows.

Cr Bryant said that a roster of councillors to attend A & P shows with the inclusion of community board members within their ward areas is appropriate.

Cr Edgar spoke of the need to involve Dry Crust with all Council events and ceremonies to ensure a high standard of Council presentation.

Cr Borlase arrived at 10.35 am.

Mr Raffills responded that Council policy on this issue is included in the proposed Communications Strategy.

**Moved Crs Edgar/Wilkins
FN08/09/04**

**THAT the Communications Officer's report dated 16 September 2008 be received.
CARRIED**

4 MEDIA REPORT

The agenda contained a list of those items where media releases had been provided, and where issues regarding Council activities have attracted media coverage.

**Moved Crs Wilkins/Borlase
FN08/09/05**

**THAT the Media Report dated 16 September 2008 be received.
CARRIED**

5 UPDATED TASMAN DISTRICT LOGO

The Subcommittee considered a report dated 18 September 2008 from the Chief Executive. In addition, a full set of samples of the proposed updated logo were presented to the Subcommittee for its perusal and evaluation. The Subcommittee briefly discussed the proposed colours and wording of the updated logo. An option to use the words "Tasman Territory" was promoted within the logo samples presented and this received some unfavourable comment.

**Moved Mayor Kempthorne/Cr Wilkins
FN08/09/06**

**THAT the proposals for alterations to the Council logo, as presented, be referred to the Corporate Services Committee, including both options of Tasman Territory and Tasman on its own.
CARRIED**

The Chief Executive left the meeting at 11.00 am.

6**COMMUNITY CONSULTATION FUNDING**

The agenda contained a report dated 10 September 2008 from the Corporate Services Manager, together with copies of the responses received from community organisations and a schedule detailing requests listed against 2007/2008 allocations.

Mr Staite reported that a new application for \$1,300 was received from the Mapua and Districts Business Association. He confirmed that this group does not have Council functions as its primary function, so it does not meet the criteria for funding.

There was discussion regarding the funding for the Hubbub publication in Richmond and this was compared to the funding provided in the Waimea/Moutere Ward.

Mayor Kempthorne said that Hubbub could be reduced to three publications per year and he suggested that Motueka Ward could have a similar publication.

Mr Staite said that there are risks with a ward-based publication that may conflict or detract from Newsline.

Mayor Kempthorne said that Council needs to think about what can be done in Motueka for publicity purposes.

Mr Raffills said that there may be potential for the Motueka Guardian Newspaper to have a councillor's column.

**Moved Crs Wilkins/Borlase
FN08/09/07**

THAT the following Community Consultation Funding for the 2008/2009 financial year be approved.

	\$
Dovedale Residents Group	2,200
Murchison & Districts Community Council	2,000
Mapua and Districts Community Association	3,000
Rotoiti District Community Council	1,800
Wakefield Community Council	3,730
Tapawera and Districts Community Council	2,500
Tasman Area Community Association	1,500
Brightwater Community Association	2,100
Motueka Valley Association	750
Total	19,580

CARRIED

Cr Wilkins thanked members for their attendance and closed the meeting at 11.30 am.

Chair:

Date: