

MINUTES

TITLE: Information and Publicity Subcommittee
DATE: Wednesday 18 January 2006
TIME: 8.30 am
VENUE: Tasman District Council Office, 189 Queen Street, Richmond
PRESENT: Crs E E Henry (Chair), P K O'Shea
IN ATTENDANCE: Corporate Services Manager (D G Ward), Publicity Officers (M Raffills, A Langley), Environment and Planning Education Officer (C Webster), Administration Officer (B D Moore)

APOLOGIES

Moved Crs O'Shea/Henry
FN06/01/01

THAT apologies from Mayor J C Hurley and Cr R G Kempthorne for absence, be sustained.
CARRIED

1 RECEIPT OF MINUTES – 23 NOVEMBER 2005

Moved Crs O'Shea/Henry
FN06/01/02

THAT the minutes of a meeting of the Information and Publicity Subcommittee held on 23 November 2005, be received.
CARRIED

2 CHAIRPERSON'S REPORT

2.1 Newsline Publication Frequency Trial

Cr Henry said that the trial period for the fortnightly publication of Newsline is at the end of February 2006 and asked the meeting if a contents meeting was necessary during February 2006.

Mr Ward spoke of the need to review the level of radio advertising and possibly reduce it, and noted that the costs for advertising in the Nelson Mail were due to increase. It was suggested that emphasis could be placed on advertising within Newsline – The Mag.

Cr Henry asked that Mr Ward produce a report to cover all advertising media.

2.1.1 Date for Review Meeting

The meeting set a date for the review meeting to be held on Thursday 23 February 2006, commencing at 9.30 am to run until noon.

2.2 Meeting Times

Cr Henry noted the need to set consequent meeting times to start at 10.00 am where they followed a meeting of this Subcommittee.

3 PUBLICITY OFFICER'S REPORT

3.1 Mainland TV

Mr Ward referred to a letter received from Mainland TV suggesting that their representative meet with Mr Ward regarding potential advertising.

3.2 Civil Defence

Mr Ward said he had communicated with the Civil Defence Co-ordinator who suggested that it was the job of the Information and Publicity Subcommittee to organise and carry out any poll of the public.

3.3 Publication Sales

Mr Ward reported on the high level of sales of Council publications. It was noted that publications could be further promoted at the Motueka Market Day to be held in March 2006.

Cr Henry extended congratulations to the Publicity Officers and staff for the success.

3.4 Eagle Air Inflight Promotional Publications

Mr Ward displayed copies of the publication produced as an inflight magazine for Eagle Air. A promotion of the Nelson District had been proposed to be organised through Latitude Nelson, but this Subcommittee did not support a request for \$2,250 contribution.

3.5 Telephone Survey

Mr Raffills advised that another telephone survey of 30 persons, being six people in each Ward, will be carried out during February 2006. He advised that Council publications such as Walk Tasman and Bike Tasman will be further promoted at the Tapawera Girls and Boys Show on 28 January 2006 and the Murchison A & P Show on 18 February 2006.

3.6 Public Relations Institute Membership

Mr Raffills said he would bring the documents for the Public Relations Institute of New Zealand Membership to the February 2006 meeting for the Subcommittee to consider. He advised that David Choudary will join Dry Crust as a new staff member.

4 DRAFT NEWSLINE 124

Cr Henry said that she had delivered her proposed amendments to the Dry Crust office. Some further amendments were noted at the meeting.

5 CONTENT FOR NEWSLINE 125

Items for consideration for Newsline 125 are as follows:

- Richmond sewer contract
- Water shortage report
- Holiday season roundup
- Museums/exhibitions comments
- Bathing water spots
- District artists
- Motueka grandstand roof installation
- Road safety column/motoring services

6 NRB SURVEY

Mr Ward tabled a paper providing a brief summary of the Communitrak survey conducted by National Research Bureau Ltd in October 2005. Mr Ward said that relevant information should be drafted for inclusion into the LTCCP and suggested this matter be further considered at the meeting to be held on Thursday 23 February 2005.

The meeting concluded at 9.40 am

Chair:

Date: