

# MINUTES

**TITLE:** Information and Publicity Subcommittee  
**DATE:** Wednesday 21 September 2005  
**TIME:** 8.30 am  
**VENUE:** Downstairs Meeting Room, 189 Queen Street, Richmond  
**PRESENT:** Crs E E Henry (Chair), R G Kempthorne, P K O'Shea  
**IN ATTENDANCE:** Crs S G Bryant, M J Higgins, Corporate Services Manager (D G Ward), Publicity Officers (M Raffills and A Langley), Environmental Education Officer (C Webster), Administration Officer (B D Moore)

## 1 RECEIPT OF MINUTES – 24 August 2005

Cr Kempthorne asked that item 3.5 Air Quality in Canterbury, be amended to read as follows: "Cr Kempthorne referred to the visit to Christchurch of the Air Quality Working Group. Environment Canterbury commented that if it dealt with this issue again, it would have developed an education promotion strategy at the start of its programme. He said that the Tasman District would benefit from a similar community education programme. He suggested that the working group would first develop some education material which would be reported to this subcommittee for distribution".

**Moved Crs O'Shea/Kempthorne**  
**FN05/09/01**

**THAT the minutes of the Information and Publicity Subcommittee held on 24 August 2005, with the above amendment to item 3.5, be received.**  
**CARRIED**

## 2 CHAIRPERSON'S REPORT

Cr Henry tabled copies of her report.

### 2.1 Newsline Update on Wednesday

Mr Ward said that the Environment and Planning Department had raised concerns about the publication of consents notices in Wednesday Newsline Update in the Nelson Mail. It was noted that the Council had only published one consent notice on a Wednesday in the period since 1 August 2005.

Cr Henry spoke of the need to review the newspaper advertising situation in six months.

## **2.2 Quarterly Accounts**

Cr Henry said that this Subcommittee would receive copies of the quarterly accounts of its expenditure.

Mr Ward said that expenditure figures would be available in future on a monthly basis, with the percentage of budget expended shown.

## **2.3 Cover Stories of Tasman Newsline**

The Subcommittee agreed to the following cover stories:

6 October 2005	Museum
20 October 2005	ASB Aquatic Centre
3 November 2005	To be confirmed
17 November 2005	To be confirmed
1 December 2005	Tasman Future (LTCCP)
15 December 2005	Festive Messages

Cr Henry asked members to give some consideration to future cover stories.

## **2.4 Sign Off Dates for Tasman Newsline**

It was agreed that the proposed Newsline publication schedule timetable would be published for the benefit of those concerned. Subcommittee members can then plan in advance to either attend the sign off meetings or to be involved in a conference call to the meeting if they wish. Copies would be e-mailed to the Subcommittee members, Mayor Hurley and selected staff.

Cr Henry agreed to consider potential regular columns in Newsline at the October 2005 meeting.

## **2.5 Newsline Advertising**

Mr Raffills said that the Subcommittee goal for advertising revenue is \$1,000 per issue and that a new advertising agent is to be used.

## **2.6 Newsline Printing Costs**

Mr Ward said that the fortnightly issue of Newsline is to be reviewed at the end of February 2006. A list of the printing prices received from five companies was provided. It was noted that Printhouse guarantees a three-day turn around, in by 8.30 am on Wednesday, delivered to Council by 3.30 pm on Friday from the first issue in October 2005. Mr Ward recommended the acceptance of Printhouse for printing Tasman Newsline – The Mag. Mr Ward said that staff will report back on the Subcommittee's printing budget and also the Council's overall budget for advertising, such as situations vacant.

Moved Crs O'Shea/Kempthorne  
FN05/09/02

**THAT Printhouse Ltd's quote of \$3,395 be accepted to print Tasman Newslite – The Mag, fortnightly, subject to any negotiations that can be reasonably achieved.**

**CARRIED**

Moved Crs O'Shea/Kempthorne  
FN05/09/03

**THAT the Information and Publicity Chairperson's report be received.**

**CARRIED**

### **3 PUBLICITY OFFICER'S REPORT**

#### **3.1 Getting the Word Working**

Mr Raffills displayed a copy of an information sheet designed for use by all staff for the consistent presentation of documents for publicity. The information sheet is titled "Getting the Word Working".

#### **3.2 Publicity Following Meetings**

Mr Raffills spoke of the difficulties associated with publicity following meetings, especially where the publicity reporter is required to leave meetings when the public is excluded.

Cr Kempthorne referred to the need for Chairpersons of meetings to liaise with the publicity reporter.

Claire Webster left the meeting at 9.30 am.

### **4 CONTENT FOR NEWSLINE 119**

Ms Langley provided copies of a list of items proposed for Newsline 119 and noted additional proposed content including the opening of the Moutere Hills Community Centre, Kiwi Station at Tapawera and an update on consents statistics.

### **5 NRB SURVEY**

Council's triennial NRB survey will be carried out by telephone survey during the week commencing 10 October 2005. The Subcommittee reviewed and amended the wording of some proposed questions.

Ms Langley and Mr Raffills left the meeting at 9.50 am.

Cr Higgins and Bryant arrived at the meeting at 10.05 am.

**6 COMMUNITY CONSULTATION GRANT APPLICATION 2005/2006  
CONSIDERATION**

Crs Higgins and Bryant participated in this part of the meeting.

The Subcommittee considered the list of applications for grants contained within the agenda.

Moved Crs O'Shea/Kempthorne  
FN05/09/03

**THAT community consultation grants for the 2005/2006 financial year be allocated as listed below:**

<b>Group</b>	<b>Amount \$</b>
<b>Dovedale Residents Group</b>	<b>2,200</b>
<b>Murchison &amp; Districts Community Council</b>	<b>1,900</b>
<b>Mapua Ruby Bay Residents and Ratepayers Association</b>	<b>2,000</b>
<b>Rotoiti District Community Council</b>	<b>1,500</b>
<b>Wakefield Community Council</b>	<b>3,600</b>
<b>Richmond Community Forum</b>	<b>2,000</b>
<b>Tapawera and Districts Community Council</b>	<b>2,000</b>
<b>Tasman Area Community Association</b>	<b>1,500</b>
<b>Brightwater Community Association</b>	<b>1,000</b>
<b>Total</b>	<b>17,700</b>

**CARRIED**

The Subcommittee requested that a letter be sent to all applicants for community consultation grants indicating Council's appreciation and that in February/March 2006 Council will review the performance and value to Council.

Cr Henry thanked members for their attendance and the meeting closed at 10.30 am.

Chair:

Date: