

# MINUTES

**TITLE:** Communications Subcommittee  
**DATE:** Wednesday 21 May 2008  
**TIME:** 10.00 am  
**VENUE:** Motueka Service Centre, 7 Hickmott Place, Motueka  
**PRESENT:** Cr E J Wilkins (Chair), Mayor R G Kempthorne, Crs S J Borlase, J L Edgar

**IN ATTENDANCE:** Corporate Services Manager (M W Staite),  
Communications Officer (M Raffills), Administration  
Officer (B D Moore)

**1 RECEIPT OF MINUTES – Communications Subcommittee, 9 April 2008**

**Moved Crs Edgar/Wilkins  
FN08/05/01**

**THAT the minutes of a meeting of the Communications Subcommittee held on 9 April 2008, containing resolutions FN08/04/01 to FN08/04/06, be received.  
CARRIED**

**2 CHAIRPERSON'S REPORT**

Cr Wilkins welcomed Cr Borlase to the Subcommittee. She referred to the task of reviewing and fine-tuning the proposed new Communications Strategy, and its underlying plans which will contain key performance measures to enable progress against the strategy to be monitored.

**Moved Crs Wilkins/Edgar  
FN08/05/02**

**THAT the Chairperson's report be received.  
CARRIED**

**3 COMMUNICATIONS OFFICER'S REPORT – 15 MAY 2008**

Mr Raffills welcomed the progress with the development of the Communications Strategy along with the proposed operational plans and policies. He said the community survey project is now being handled by Strategic Planning Manager, Ms S Edwards. He attached a list of current jobs which Dry Crust has in progress for the Council.

Mayor Kempthorne arrived at the meeting at 10.10 am.

Mr Raffills explained how the Hubbub newsletter was used to promote Richmond orientated issues.

**Moved Crs Wilkins/Edgar  
FN08/05/03**

**THAT the Communications Officer's project update report be received.  
CARRIED**

**4 CORPORATE SERVICES MANAGER'S REPORT – 15 May 2008**

Mr Staite spoke to his report contained within the agenda and the financial report to 30 April 2008. He explained that website maintenance costs are in excess of the budget.

**Moved Crs Borlase/Edgar  
FN08/05/04**

**THAT the Corporate Services Manager's report dated 15 May 2008 be received.  
CARRIED**

**5 MEDIA REPORT – 15 May 2008**

Communications Officer, Mr Raffills, spoke to this report and said that once again all media releases sent out, were widely used by the media. Mr Raffills explained that Dry Crust does a news brief after each Council and community board meeting and that these go to the media, including The Guardian and Motueka Golden Bay News. These news briefs are also put on the Council website.

**Moved Cr Wilkins/Mayor Kempthorne  
FN08/05/05**

**THAT the Media Report dated 15 May 2008 be received.  
CARRIED**

**6 CONSIDERATION OF DRAFT COMMUNICATIONS STRATEGY**

Mr Staite provided copies of the draft Communications Strategy with suggested amendments. He also provided further amendments suggested by the Council management team, and Engineering and Environment and Planning Departments. These were discussed and noted by the Subcommittee members.

Mr Staite undertook to compile the amended copies of the Draft Communications Strategy and circulate this to the Subcommittee members, for approval at the next meeting.

Cr Wilkins thanked members for their attendance and closed the meeting at 11.45 am.

Chair:

Date: