
MINUTES
of the
COMMUNICATIONS SUBCOMMITTEE MEETING
held
1.30 pm, Wednesday, 24 April 2013
at
Tasman Council Chamber, 189 Queen Street, Richmond

Present: Councillors E J Wilkins (Chair), J L Edgar, Z S Mirfin, M L Bouillir

In Attendance: Chief Executive Officer (L McKenzie)
Strategic Development Manager (S Edwards)
Communications Advisor (C Choat)
Online Communications Officer (R Liddicoat)
Administration Officer (G Woodgate)

1 OPENING, WELCOME

2 APOLOGIES AND LEAVE OF ABSENCE

Nil.

3 DECLARATIONS OF INTEREST

Nil.

4 CONFIRMATION OF MINUTES

Moved Cr Edgar/Cr Mirfin
FNCO13-04-1

That the minutes of the Communications Subcommittee meeting held on Thursday, 7 February 2013, be confirmed as a true and correct record of the meeting.
CARRIED

5 PRESENTATIONS

Nil.

6 REPORTS

6.1 Communications Advisor Report, RFN13-04-18

Communications Advisor, Chris Choat spoke to his report which was included in the agenda.

The purpose of the report was to update the Subcommittee on the communications activity that had occurred in the last three months.

Subcommittee members discussed the following matters:-

- If staff overviewed information being released by the media on Council's behalf and what process existed for this. Communications Advisor to include this in the Community Consultation and Engagement Strategy toolbox.
- The most recent public notice to boil water - to whom this was sent and what media was used - Abbeyfield House in Motueka to be included on the list of those to be contacted. A group email release was recommended as another method of contact.
- Public and Councillor meetings – who checks the calendars to avoid double ups. Communications Advisor to include the need to check the calendar in the Strategy toolbox.

Moved Cr Edgar/Cr Mirfin

FNCO13-04-2

That the Communications Subcommittee receives the Communications Advisor Report RFN13-04-18.

CARRIED

6.2 Online Report, RFN13-04-19

On-line Information Officer, Richard Liddicoat spoke to his report which was included in the agenda.

The purpose of the report was to present details of visits to <http://www.tasman.govt.nz> for the months of January, February and March 2013. It also contained information about document downloads, popular pages and an update on development issues since the December 2012 report.

It was noted that most document downloads were about Recreational use.

Moved Cr Mirfin/Cr Edgar

FNCO13-04-3

That the Communications Subcommittee receives the Online Report RFN13-04-19.

CARRIED

6.3 Finance Report, RFN13-04-20

Communications Advisor, Chris Choat spoke to his report which was included in the agenda.

The purpose of the report was to provide the Subcommittee with an update on the communications expenditure against budget for the year to date.

Subcommittee members discussed the following matters:-

- Radio advertising - the process for requests for more information and prioritising Council's messages.
- It was advised that the format of the Finance Report tables were hard to read and follow. Communications Advisor to review.
- Mudcakes and Roses and Hummin in Tasman publications – Communications Advisor to

advise on the number of leftovers per publication.

**Moved Cr Mirfin/Cr Bouillir
FNCO13-04-4**

**That the Communications Subcommittee receives the Finance Report RFN13-04-20.
CARRIED**

6.4 Community Consultation and Engagement Strategy, Report RFN13-04-21

Communications Advisor, Chris Choat spoke to his report which was included in the agenda.

The purpose of the report was to introduce the current draft of the Community Consultation Engagement Strategy to the Subcommittee for its consideration and further input.

The Communications Advisor advised that the Draft Community Consultation and Engagement Strategy captures a philosophy and includes a toolbox for staff to live that philosophy.

Subcommittee members discussed the following matters:-

- The Draft Strategy was considered too theoretical and thin on practical information.
- The Communications Advisor was requested to engage all staff including Planners, Engineers etc across the whole organisation over the Strategy.
- A précis of the Strategy was requested to be inserted in the opening paragraph.
- The Policy on Significance was discussed and the wording on the Policy in Appendix 3 is to be made clearer. Subcommittee members asked if Councillors thoughts on Significance could also be canvassed as they have a more community-based view on this matter.
- The A3 page at the rear of the Strategy required correction.

A process to proceed with the Strategy was then discussed.

**Moved Cr Mirfin/Cr Bouillir
FNCO13-04-5**

That the Communications Subcommittee:

- 1) receives the Community Consultation and Engagement Strategy, Report RFN13-04-21; and**
- 2) notes that staff will bring the Community Consultation and Engagement Strategy for adoption at the Communications Subcommittee meeting of 13 June 2013; and**
- 3) notes that Subcommittee members will provide the Communications Advisor with their comments by 3 May 2013; and**
- 4) appoints Cr Edgar to work with the Communications Advisor to prepare a revised draft to bring back to the next meeting.**

CARRIED

6.5 Action Sheet - Communications Subcommittee 24 April 2013, Report RFN13-04-23

**Moved Cr Edgar/Cr Mirfin
FNCO13-04-6**

That the Communications Subcommittee receives the Action Sheet - Communications Subcommittee 24 April 2013 RFN13-04-23.

CARRIED

7 CONFIDENTIAL SESSION

7.1 Procedural motion to exclude the public

Moved Cr Edgar/Cr Bouillir
FNCO13-04-7

That the public be excluded from the following part(s) of the proceedings of this meeting. The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by section 6 or section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

7.2 Communications Service Provider Tender

Reason for passing this resolution in relation to each matter	Particular interest(s) protected (where applicable)	Ground(s) under section 48(1) for the passing of this resolution
The public conduct of the part of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under section 7.	<p>s7(2)(h) - The withholding of the information is necessary to enable the local authority to carry out, without prejudice or disadvantage, commercial activities.</p> <p>s7(2)(i) - The withholding of the information is necessary to enable the local authority to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations).</p>	<p>s48(1)(a)</p> <p>The public conduct of the part of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under section 7.</p>

CARRIED

Moved Cr Edgar/Cr Bouillir
FNCO13-04-8

That Ms Penny Bloomberg, as a member of the tender evaluation panel, be permitted to remain for item 7.2 Communications Service Provider Tender after the public has been excluded.

CARRIED

RESUMPTION OF OPEN SESSION

Moved Cr Edgar/Cr Bouillir
FNCO13-04-10

That the open meeting resume.

CARRIED

The meeting concluded at 2.41 pm.

Date Confirmed:

Chair:

UNCONFIRMED MINUTES