

MINUTES

TITLE: Information and Publicity Subcommittee
DATE: Tuesday 16 May 2006
TIME: 8.30 am
VENUE: Tasman District Council, 189 Queen Street, Richmond
PRESENT: Mayor J C Hurley, Crs E E Henry (Chair), P K O'Shea, R G Kempthorne
IN ATTENDANCE: Corporate Services Manager (D G Ward), Environmental Education Officer (C Webster), Publicity Officers (M Raffills, A Dunne, D Chowdrey), Administration Officer (B D Moore)

1 RECEIPT OF MINUTES

Moved Crs O'Shea/Henry
FN06/05/01

THAT the minutes of a meeting of the Information and Publicity Subcommittee held on 15 March 2006, containing resolution FN06/03/01 be received.
CARRIED

2 CHAIRPERSON'S REPORT

2.1 Request for Kowhaiwhai Pattern and Maori Name

Cr Henry spoke of a proposed presentation to the June 2006 Information and Publicity Subcommittee meeting by Claire Webster for the proposed Council adoption of a Kowhaiwhai pattern and Maori name.

2.2 Council Publications Guidelines

Cr Henry noted the inclusion of this matter in today's agenda and said she would like to see that articles submitted by Councillors and organisations also be considered.

2.3 Hubbub Deliveries

Cr Henry was concerned that Hubbub is being delivered inside other advertising brochures and that people may accidentally throw Hubbub away without reading it. She sought that staff investigate this to determine if Hubbub can be placed separately into people's letterboxes.

Moved Crs Henry/Kempthorne
FN06/05/02

THAT the Chairperson's report be received.
CARRIED

3 PUBLICITY OFFICER'S REPORT

3.1 Publicity Strategy

Copies of the Publicity Strategy document were tabled at the meeting. This had been approved in principle at a recent Information and Publicity Subcommittee meeting.

**Moved Crs O'Shea/Kempthorne
FN06/05/03**

**THAT the 2006 Publicity Strategy, Tasman District Council, be approved.
CARRIED**

3.2 Tasman Newslite – The Mag

The Subcommittee referred to the Newslite procedure outlined under ten points, beginning on page two of the 2006 Publicity Strategy document.

Mark Raffills said that Annabel Dunne edits the stories. The Subcommittee noted the Newslite procedure.

3.3 Meeting Newsbriefs

The Subcommittee referred to the information under Objective Two, Strategy One, beginning on page six of the Publicity Strategy.

3.4 Council Signs

Mr Raffills tabled a folder containing photos and examples of signage proposed to be used within the Council buildings and on Council assets such as reserves. The meeting discussed the Nelson and Bays name on the Telecom-produced telephone book for this district.

The meeting asked Mr Ward to write to Telecom seeking to include Tasman as part of that name for this book.

Mayor Hurley arrived at the meeting at this time.

3.5 Event Signage on Richmond Deviation Road

A letter from Phil Taylor of Richmond Unlimited was tabled. The letter sought that signboard frames be located on each side of the Richmond deviation road, at about its mid-point, to allow signs to be erected to promote community activities and inform travellers of the services they can enjoy in the town centre.

Mr Raffills said that a resource consent application will be required and that he will continue to work with Council's Transportation Engineer, Mr R Ashworth and with Opus and Transit NZ representatives. Mr Raffills said that he would report back to the Subcommittee with further details.

3.6 Guidelines for Advertising, Product Promotion and Editorial in Tasman District Council Publications

Cr Henry tabled some suggested wording additions to these guidelines. Cr Henry asked that the Publicity Officers incorporate this information (attached to these minutes) into the Publicity Guidelines.

4 MOTUEKA GRANDSTAND OPENING EVENT

Mr Ward thanked the Publicity Officers of Dry Crust for the publicity and promotion relating to the Grandstand opening event held in Motueka.

Mayor Hurley said that further fundraising was successfully carried out on the opening day and the subject should be promoted in Newsline.

5 PUBLICITY OFFICER'S JOB LIST

Mr Raffills tabled copies of the current publicity job list. He said that the Boredom Busters publication next goes out in June 2006.

Mayor Hurley said that within the Boredom Busters publication, there needs to be sufficient information to identify the programme as self-funding.

6 CONTENT FOR NEXT NEWSLINE

Items noted for next Newsline would be a front page for the Motueka Grandstand opening event. Additional articles would include the new Museum stained glass windows dedication, Citizenship, Reservoir Creek funding, electricity supply, recycling rate.

The meeting concluded at 9.50 am.

Chair:

Date: