

MINUTES

TITLE: Information and Publicity Subcommittee
DATE: Wednesday 21 March 2007
TIME: 8.30 am
VENUE: Heaphy Meeting Room, 189 Queen Street, Richmond
PRESENT: Cr E E Henry (Chair), Mayor J C Hurley, Cr P K O'Shea
IN ATTENDANCE: Corporate Services Manager (D G Ward), Publicity Officers (M Raffills, D Cowdrey, A Dunne), Education Officer (C Webster), Minute Secretary (V M Gribble)

APOLOGIES

Moved Crs O'Shea/Henry
FN07/03/01

THAT apologies for absence from Crs R G Kempthorne, E J Wilkins and J L Inglis be sustained.
CARRIED

1 RECEIPT OF MINUTES

1.1 Information and Publicity Subcommittee – 21 February 2007

It was noted that item 3.4 first line should read "... at Nelson Airport and mentioned ...".

Moved Crs Henry/O'Shea
FN07/03/02

THAT the minutes of the Information and Publicity Subcommittee held on 21 February 2007, containing resolutions FN07/02/01 to FN07/02/03, as amended, be confirmed as a true and correct record of the proceedings of that meeting.
CARRIED

2 CHAIRPERSON'S REPORT

2.1 Smart Living and Ecofest Advertising

Ms Webster asked for dispensation from putting the year on each date included in Smart Living and Ecofest advertising posters.

Mr Raffills suggested that Dry Crust deal with each matter as it arises.

3 PUBLICITY OFFICER'S REPORT

Mr Raffills reported on the Communications Conference that he and Mr Cowdrey had attended and said there is a trend showing councils are moving out of daily media for

their notices and information in the same way Tasman District Council is. He noted that his counterparts have the word “communication” in their title with responsibility for managing Council image and reputation. He asked the Subcommittee to consider moving the emphasis from “publicity and information” to “communication” and to extend the role to both external and internal communications.

Mr Ward said Council lacks a formal internal communication publication and the Subcommittee may wish to pursue this.

Mayor Hurley said the concept plans for Richmond Streetscaping have been advertised in Newsline The Mag, but people did not realise that \$1 million of the \$2 million was for urgent drainage works. He said projects should be broken down into components to avoid misunderstanding.

Mr Ward said this Subcommittee should emphasise at management level that there needs to be co-ordinated advertising that involves Dry Crust Communications.

Mr Cowdrey advised that Tasman District Council won an award at the conference for best Environmental Policy advertising on wood burners and heat pumps.

Mr Ward suggested the award should be highlighted in Newsline – The Mag.

Mr Raffills said meetings are being held with Council departments to explain the communication process as laid out in the Information and Publicity Policy and Strategy.

Cr Henry asked for the Subcommittee to be updated in a couple of months about how the communication process is working.

Work on maintenance and development of the website is continuing. A new home page is being looked at with better navigation components which will make it more user-friendly.

Mr Ward advised the Subcommittee of sales to date of the Tasman Collection. The following new titles were suggested to be added to the collection.

- Wine Industry in Tasman District
- Tapawera and its Forestry Roots
- The Railway – Richmond to Glenhope
- History of Pottery in Tasman
- Iron Ore and The Onekaka Community
- Reservoir Creek water supply
- Cobb Dam

Mr Raffills was asked to bring back suggested titles and contents for the books that identify with a group of people, rather than industry.

Mr Raffills advised that 5,582 titles in the Tasman Collection were ordered in November 2006 and there are 1,456 left at March 2007, with 4,130 (or 74%) of titles having been sold.

**Moved Crs Henry/O'Shea
FN07/03/03**

THAT the Information and Publicity Subcommittee acknowledge appreciation to Annikka Pugh from Dry Crust Communications for the work she has undertaken for Council and wish her well with her future plans.

CARRIED

**Moved Cr O'Shea/Mayor Hurley
FN07/03/04**

THAT the Publicity Officer's report for March 2007 be received.

CARRIED

4 FINANCIAL REPORT

Mr Ward spoke to the financial report to 28 February 2007 contained in the agenda.

The Subcommittee agreed that Newslines – The Mag continue with 23 issues, with Nelson Mail being used as and when required.

Mr Raffills undertook to bring a list of advertisements placed by staff in the Nelson Mail over the next month to the next Subcommittee meeting.

Mayor Hurley suggested that Waimea Weekly be used as a community newspaper along with the Leader, Guardian and Golden Bay Weekly.

Cr Henry suggested trialling Waimea Weekly for a year and then it be reviewed.

Mayor Hurley said the benefits Council will receive are dependent on the quality of articles we give to Waimea Weekly.

Mr Ward suggested that radio advertising could be reduced by \$20,000 and that \$20,000 be added to the Community Newspapers to include Waimea Weekly.

**Moved Cr O'Shea/Mayor Hurley
FN07/03/05**

THAT:

- a) the Information and Publicity Subcommittee endorses the budget of \$232,000 for the 2007/2008 year, noting this is an inflationary only increase;**
- b) the Information and Publicity Subcommittee endorses involvement in:**
 - a. Newslines The Mag, 23 issues,**
 - b. continued involvement with following community newspapers:**
 - i. The Leader**
 - ii. The Guardian**
 - iii. Golden Bay Weekly**
 - iv. Waimea Weekly**

- c) the radio budget be reduced, with retention of the three networks.
- d) any additional savings be transferred to the discretionary item.
- e) the final detailed budget be received from the Corporate Services Manager.

CARRIED

**Moved Mayor Hurley/Cr Henry
FN07/03/06**

THAT the Information and Publicity Financial Report to 28 February 2007 be received.

CARRIED

5 2007 COMMUNICATION STRATEGY – TASMAN DISTRICT COUNCIL

Mr Raffills tabled a draft 2007 Communication Strategy for consideration by the Subcommittee.

The Subcommittee reviewed and amended the strategy where necessary.

Mayor Hurley spoke of the big screen at Nelson Airport which should be utilised by Council as much as possible for advertising and promotion. He suggested the Richmond Mall proprietors be approached to see if they would install a similar screen for community notices and events as at the Nelson Airport.

Mr Raffills undertook to contact the Richmond Mall proprietors about the possibility of installing a screen at the Mall.

**Moved Crs O'Shea/Henry
FN07/03/07**

THAT it be recommended to Council the 2007 Communications Strategy, as amended by the Information and Publicity Subcommittee, be adopted.

CARRIED

**Moved Crs Henry/O'Shea
FN07/03/08**

THAT the Information and Publicity Subcommittee request the Corporate Services Manager to prepare a paper for Council recommending that the Information and Publicity Subcommittee be renamed Communications Subcommittee, in line with the new strategy, and that the Publicity Officer become Communications Officer.

CARRIED

6 FUTURE STORIES

Award from Communications Conference
Pests

ASB Aquatic Centre
Sister Cities Visit
Upper Moutere Sport Complex
Museums
Taste Tasman – Trust Power Awards
New Youth Council
Takaka Library
Corporate Services Manager's departure

7 ACKNOWLEDGEMENT – CLAIRE WEBSTER

On behalf of the Information and Publicity Subcommittee, Cr Henry thanked Claire Webster for her contribution to the Information and Publicity Subcommittee and wished her well in her shift to Golden Bay.

The meeting concluded at 11.20 am.

Chair:

Date: