

# MINUTES

**TITLE:** Information and Publicity Subcommittee  
**DATE:** Wednesday 18 July 2007  
**TIME:** 8.30 am  
**VENUE:** Heaphy meeting room, 189 Queen Street, Richmond  
**PRESENT:** Crs E E Henry (Chair), P K O'Shea  
**IN ATTENDANCE:** Corporate Services Manager (M W Staite), Publicity Officers (M Raffills, B Dunn), Administration Officer (B D Moore)

## APOLOGIES

**Moved Crs O'Shea/Henry**  
**FN07/07/28**

**That apologies for absence from Mayor Hurley and Cr Kempthorne be received and sustained.**

**CARRIED**

## **1 RECEIPT OF MINUTES**

### **1.1 Information and Publicity Subcommittee – 20 June 2007**

**Moved Crs O'Shea/Henry**  
**FN07/07/29**

**THAT the minutes of the Information and Publicity Subcommittee held on 20 June 2007 be received.**

**CARRIED**

## **2 CHAIRPERSON'S REPORT**

Cr Henry expressed acknowledgement and appreciation for the work of Annabel Dunn of Dry Crust who had recently passed away.

Cr Henry referred to a memorandum of 4 July 2007 from Electoral Officer Mr L L Kennedy and the requirements of the Controller and Auditor General regarding 'good practice for managing public communications by Local Authorities'.

Mr Staite confirmed that the requirements of the guidelines mean that it is necessary to be neutral and not give any Councillor or Mayor or candidate additional publicity. Cr O'Shea indicated that she was unhappy about the potential to cease the Mayoral column in Newsline in the run up to the October 2007 elections. Cr Henry reminded the meeting that the two current mayoral candidates are members of this subcommittee.

Cr Henry referred to a website online tracking system that is used by the Pittwater Council near Sydney, New South Wales. This is used for things such as tracking progress with resource consent applications. Mr Raffills said that the Tasman District Council website may have potential to incorporate things such as rates payments by credit card. Cr Henry said that perhaps Council needs to move to another level with its website functions. Cr Henry asked that Dry Crust work through that concept and ideas and report to the next meeting of this subcommittee.

**Moved Crs O'Shea/Henry  
FN07/07/30**

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

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

Mr Raffills tabled a list of the current work programme which Dry Crust is currently carrying out for Council.

#### **3.1 Publicity Documents**

Mr Raffills referred to the three current publicity documents used for guidance in association with Council publicity matters. These three documents were the Communications Strategy, Information and Publicity Policy and the Staff Information Brochure 2007. Mr Raffills said that it was necessary to review those documents to ensure they are both up to date and that staff are aware of their requirement to follow that direction.

Mr Staite said that these could be included in an induction package for new staff. Mr Raffills said there is a need for Council management to ensure that staff follow the agreed procedures.

#### **3.2 Tasman Collection**

Mr Raffills noted that this subcommittee had agreed to a prioritisation for the Tasman Collection at its meeting on 21 March 2007. He referred to the cost of production of booklets which at present included the cost of Dry Crust preparation work. Mr Staite said that an income and expenditure account in the form of a Trading Statement could be produced for booklets. He said that it is more economic to use larger runs where required. Mr Raffills acknowledged that some prices are better from out of town printers.

Barbara Dunn spoke about the community value in recording social history through the preparation and printing of booklets. The subcommittee acknowledged that the subject of the Tapawera Forest and the Cobb Dam Hydroelectricity are to be given priority.

**Moved Crs Henry/O'Shea  
FN07/07/31**

**THAT the Publicity Officer be authorised to proceed with the preparation of the two publications, Tall Timber of Tapawera and the Turning on the Power at Upper Takaka, subject to a review of the pricing issue.**

**CARRIED**

#### **4 ELEVEN MONTH FINANCIAL REPORT TO 31 MAY 2007**

A copy of the financial report to 31 May 2007 was contained within a report of 11 July 2007, contained within the agenda. Mr Staite said that the expenditure is continuing to stay within budget, given the contractual nature of the majority of the significant expenditure areas.

**Moved Crs O'Shea/Henry  
FN07/07/32**

**THAT the Information and Publicity Subcommittee financial report to 31 May 2007 be received.**

**CARRIED**

#### **5 CLEAR AIR ADVERTISING**

A report of 11 July 2007 from M Baker sought the Information and Publicity Subcommittee's approval for good practice education that uses a car in Council's vehicle fleet to provide advertising space to provide awareness of the need to operate woodburners without excessive smoke. The report contained illustrations of the proposed signage and wording.

Cr Henry she saw some conflict with the message mounted on a car which is contributing to the pollution problem. Mr Raffills said that there is a need to discuss the issue further with M Baker.

**Moved Crs Henry/O'Shea/  
FN07/07/33**

**THAT the Publicity Officer be requested to liaise with M Baker to look at alternatives to a clear air advertising displayed on a Council car as that procedure seems contradictory.**

**CARRIED**

## 6 NEWSLINE CONTENT

Barbara Dunn referred to the topics of rates rebate, Ecofest timetable insert and in addition referred to the pool of stories already awaiting publication. Cr O'Shea said it was previously agreed that they would be alternating stories for the Museum and ASB Aquatic Centre and also other regional facilities from time to time.

Mr Raffills said that in addition to the regular library column it was intended to promote the other library locations. He said that a reminder article on the election programme could be topical.

Cr O'Shea referred to the Motueka Arts Council workshop programme and the contact name of Clare Budgen. Cr Henry added that there was potential for a regular arts page. Cr O'Shea said that matters of an engineering interest were Motueka stop-banks and the Nelson Brightwater Corridor Study. The Environment and Planning air quality message was also important.

Mr Raffills said that articles in the form of word documents would be sent to Information and Publicity Subcommittee members and Mr Staite before they are finally laid up in the PDF version. Members' comments would be conveyed by email and a system of tracked changes maintained. Cr Henry said staff members require reminding that they are not the final authority on story contents. The final authority for Newsline articles lies with the Information and Publicity Subcommittee.

Mr Staite said that a review of the Nelson Mail advertising account will be done to determine the usage and areas of potential review. Cr Henry said that a small story regarding the work of David Ward at the Council should be included in Newsline together with an article and photo of the new Corporate Services Manager, Murray Staite. Cr Henry also suggested that an article be included in Newsline to cover the revised management proposals for the Motueka and Golden Bay offices and the attendance of Mr Staite and Mr Kennedy at Community Board meetings.

Cr Henry thanked members for their attendance and closed the meeting at 10.00am

Chair:

Date: