

# MINUTES

**TITLE:** Communications Subcommittee  
**DATE:** Monday 3 December 2007  
**TIME:** 9.43 am  
**VENUE:** Motueka Service Centre, 7 Hickmott Drive, Motueka  
**PRESENT:** Crs N Riley (Chair), E J Wilkins, J L Edgar  
**IN ATTENDANCE:** Cr S G Bryant, Corporate Services Manager (M W Staite), Communications Officer (M Raffills), Executive Assistant (V M Gribble)

## Apologies

**Moved Crs Edgar/Wilkins**  
**FN07/12/01**

**That apologies for absence from mayor R G Kempthorne be received and sustained.**

**CARRIED**

## 1 Chairperson

Cr Riley spoke to his report contained in the agenda.

**Moved Crs Wilkins/Edgar**  
**FN07/12/02**

**THAT the Chairperson's report dated 23 November 2007 be received.**  
**CARRIED**

## 2 Communications Officer

Mr Raffills invited Subcommittee members to call in to Dry Crust to meet his staff. He spoke to his report contained in the agenda and gave an overview of the work he is involved in for Council.

Cr Wilkins queried the increase in price of the Walk and Bike Tasman. They have increased from \$5 to \$10.

**Moved Crs Riley/Edgar**  
**FN07/12/03**

**THAT the Communications Officer's report dated 21 November 2007 be received.**

**CARRIED**

### **3 Corporate Services Manager**

Mr Staite said the Subcommittee is charged with ensuring that Council communicates to ratepayers in an easily understood way the information on day-to-day decision-making, services and general news of Council. He said it is important that this function is undertaken in a cost-effective manner that gives value to the ratepayers of the District.

The existing Communications Strategy is being reviewed and asked for input into the strategy from Subcommittee members. It will be brought back to the February 2008 meeting of the Subcommittee.

Mr Staite is keen for the website to be better utilised to enable ratepayers to do business with Council via the web.

Cr Bryant said there are quite a number of radio stations used at the moment and didn't think it was effective.

Mr Staite advised that presently Newsline is sent out in an envelope, but the idea is that they will be sent out as a newspaper, without being folded, which will mean it will be able to be distributed earlier at a cost saving.

Mr Staite said it is proposed that newspaper advertising be limited to two newspapers to cover the District, ie Waimea Weekly and The Guardian.

Cr Wilkins suggested that the Golden Bay News would be a better option than The Guardian.

Subcommittee members were asked to e-mail suggestions for the strategy to Mr Staite, to be incorporated for presentation back to the Subcommittee, by mid-January 2008.

Cr Bryant asked if it was necessary to have Newsline fortnightly and is it cost-effective.

Mr Staite said if Council went back to monthly publication it would need to do more advertising in Nelson Mail.

It was agreed that meetings of the Communications Subcommittee would be six weekly in Motueka. A Communications Subcommittee e-mail group is to be set up.

**Moved Crs Edgar/Wilkins  
FN07/12/04**

**THAT the Corporate Services Manager's report dated 21 November 2007  
be received.  
CARRIED**

#### **4 NEWSLINE – THE MAG – FUTURE STORIES**

Update section	Parks and reserves, eg picnicking areas
Richmond West	
New system for getting property file information	Takaka Aerodrome sealing Hart Road
Community Facilities update	Halls – triennial elections

The meeting concluded at 11.20 am.

Confirmed:

Date: