

MINUTES

TITLE: Communications Subcommittee
DATE: Wednesday 29 September 2010
TIME: 10.01 am
VENUE: Council Chamber, 189 Queen Street, Richmond

PRESENT: Cr S J Borlase (Chair), Mayor Kempthorne and
Cr J L Edgar

IN ATTENDANCE: Cr S G Bryant, Strategic Development Manager (S
Edwards), Communications Adviser (C Choat), Accounting
Manager (R Holden), Financial Accountant (B
Grammer), DryCrust Communications (M Raffills and P
Jennings), Administration Officer (J A Proctor)

APOLOGIES

Moved Crs Edgar/Borlase
FN10-09-34

THAT apologies from Cr Wilkins for absence be received by the Communications Subcommittee.
CARRIED

1 CONFIRMATION OF MINUTES – 18 AUGUST 2010

Moved Crs Borlase/Edgar
FN10-09-35

THAT the minutes of the Communications Subcommittee meeting held on Wednesday 18 August 2010 containing resolutions FN10-08-29 to FN10-08-34 be confirmed.
CARRIED

Cr Borlase stated that the Subcommittee had made good progress over the last three years and thanked all parties for their input.

2 REPORTS

2.1 Communications Finance Report – September 2010 – RFN10-09-16

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to provide the Subcommittee with an update on communication expenditure.

It was stated that future reports would include commentary on any significance variance to the budget.

Cr Edgar left the meeting at 10.15 am.

Cr Edgar returned to the meeting at 10.17 am.

Staff were asked to look into the reasons why the Newline Update, Printhouse and Guardian Newspaper expenditure was high and into where the Tasman Collection income was going and whether it should be included in the Communications Recoveries summary.

**Moved Cr Borlase/Mayor Kempthorne
FN10-09-36**

**THAT the Communications Finance Report – September 2010, RFN10-09-16 be received by the Communications Subcommittee.
CARRIED**

2.2 Communications Subcommittee Success and Role Improvement Report – RFN10-09-17

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to identify the improvements and advances within the purview of the current term's Communications Subcommittee and to invite discussion and identification of, for the next term's Subcommittee, improvements that would further assist the governance and delivery of the Council's communications function.

Staff advised that to date 450 responses to the Newline survey had been received. Results had indicated that Newline was a valuable medium and that people wanted informative articles and less entertainment content. People preferred to view a hard copy version as opposed to one on-line.

A discussion ensued regarding Council's community engagement strategy. Staff were requested to review recent survey results regarding Council's consultation method and report back to the Subcommittee.

Mayor Kempthorne left the meeting at 10.41 am.

**Moved Crs Edgar/Borlase
FN10-09-37**

THAT the Communications Subcommittee:

- 1) Receives the Success and Role Improvement Report RFN10-09-17.**
- 2) Asks staff to report back to the Communications Subcommittee on a community engagement policy.**
- 3) Recommends to the Tasman District Council that the Communications Subcommittee be delegated responsibility for maintaining an overview of community engagement processes.**

CARRIED

2.3 Media and Advertising Policies Report – RFN10-09-18

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to introduce two policies, one governing the management of the Council's interaction with the media, and the second providing direction to advertising by the Council in the delivery of its role.

**Moved Crs Borlase/Edgar
FN10-09-38**

THAT the Communications Subcommittee:

- 1) Receives the Media and Advertising Policies Report RFN10-09-18.**
- 2) Refers the media and advertising policies to the Corporate Services Committee for adoption, with the addition of a sentence in Appendix 1 under "Media Interviews" noting that staff should only comment on matters that they are competent in and are confident to deal with.**

CARRIED

2.4 Communications Activity Report – RFN10-09-19

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to inform the Communications Subcommittee of the work and achievements of the Council's communications function.

A discussion ensued and it was noted that councillors should be involved and their approval sought prior to Council staff engaging in any consultation process with the public. Discussion also ensued on the website and areas for further improvement.

Mayor Kempthorne returned to the meeting at 11.06 am.

**Moved Crs Edgar/Borlase
FN10-09-39**

THAT the Communications Activity Report RFN10-09-19 be received by the Communications Subcommittee.

CARRIED

2.5 Media Monitoring Report August 2010 – RFN10-09-20

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to inform the Communications Subcommittee of the media coverage of the Council.

It was noted that the Nelson Weekly would need to be included in future reports and that there should be more branding of the two Councils in relation to Ecofest.

**Moved Crs Borlase/Edgar
FN10-09-40**

THAT the Media Monitoring Report August 2010, RFN10-09-20 be received by the Communications Subcommittee.

CARRIED

2.6 Newsline – First Principles Review Progress Report – RFN10-09-21

Communications Adviser Mr Choat spoke to the report contained in the agenda.

The purpose of the report was to provide the Communications Subcommittee with a progress report on key results of the initial survey within the review of Newsline.

**Moved Crs Edgar/Borlase
FN10-09-41**

THAT the Newsline – First Principles Review Progress Report RFN10-09-21 be received by the Communications Subcommittee.

CARRIED

2.7 Community Consultation Funding Grants Report – RFN10-09-22

Communications Adviser Mr Choat spoke to the report contained in the agenda and outlined the applications for funding that had been received since the report was written.

The purpose of the report was to provide the Communications Subcommittee with an update on the Community Consultation Funding Grants in order to allocate.

Mayor Kempthorne left the meeting at 11.40 am.

Mayor Kempthorne returned to the meeting at 11.44 am.

**Moved Mayor Kempthorne/Cr Edgar
FN10-09-42**

THAT the Communications Subcommittee:

1) Allocates the following funding to the applications listed below:

Tapawera and Districts Community Council	\$3,500.00
Mapua and Districts Community Association	\$3,000.00
Wakefield Community Council	\$3,730.00
Murchison and Districts Community Council	\$2,000.00
Tasman Area Community Association	\$1,500.00
Brightwater Community Association	\$2,100.00
Motueka Valley Association	\$ 750.00

And;

- 2) **THAT the Communications Subcommittee agrees to allocate up to \$2,200.00 to Dovedale Residents Group and up to \$2,000.00 to Rotoiti and District Community Council subject to suitable written applications being received.**

And;

- 3) **THAT the Communications Subcommittee authorises the Strategic Development Manager, Tasman District Council to approve the applications from Dovedale Residents Group and Rotoiti and District Community Council.**

CARRIED

Cr Borlase thanked DryCrust Communications on behalf of the Communications Subcommittee for its work over the last three years.

Cr Borlase thanked Council's Strategic Development Manager and Communications Adviser for their efforts.

The meeting concluded at 11.51 am.

Date Confirmed:

Chair: