

MINUTES

TITLE: Communication Subcommittee
DATE: Tuesday 7 June 2011
TIME: 9.30 am
VENUE: Motueka Office, 7 Hickmott Place, Motueka

PRESENT: Crs E J Wilkins (Chair), J L Edgar, Z S Mirfin, M L Bouillir

IN ATTENDANCE: Strategic Development Manager (S Edwards), Dry Crust Communications (P Jennings, M Raffills), Communications Advisor (C Choat), Online Communications Officer (T Easton), Executive Assistant (V M Gribble)

1 RECEIPT OF MINUTES

1.1 Communications Subcommittee – 29 March 2011

Moved Crs Wilkins/Bouillir
FN11-06-01

THAT the minutes of the Communications Subcommittee meeting held on 29 March 2011, containing resolutions FN11-03-01 to FN11093095 be received.
CARRIED

2 CHAIR'S REPORT

Cr Wilkins spoke about advertising in the Newslines and Updates. It was noted that community items are contained in Newslines.

Moved Crs Wilkins/Mirfin
FN11-06-02

THAT the Chair's verbal report be received by the Communications Subcommittee.
CARRIED

3 COMMUNICATION ADVISER'S REPORT

3.1 Newslines – The Mag

The concept of "community conversations" section was discussed by the Subcommittee, noting that it is important to have a balance around the wards. Every community gets funding to produce a local newsletter to have their say in their way to their community. The question was asked as to whether there is proactive scheduling for the year, eg community services awards, grants from rates, which have the same closing date each year.

Mr Choat said a production diary is produced prior to Christmas each year, noting dates for regular events. We rely on people planning events to get information ready. He undertook to distribute the list to Communications Subcommittee members.

It was suggested that articles advertising public meetings and submission processes need to be made available to ward councillors. Staff should be made aware of timelines and also dates should be checked before they are published.

Concern was expressed that draft Newslines often are not complete enough when distributed for proofreading.

Mr Choat advised that Helen Murdoch from Nelson Mail is going to be based at Richmond now and will be the reporter covering most Council meetings. .

Discussion was held on the value of including the statistics relating to media reports and the time taken to collate it.

Ms Edwards said the information is collected but the way it is reported could be made more succinct. She gave some suggestions for being able to cut down on the narrative around it and condense it down significantly.

Councillors requested copies of the Nelson Weekly and Nelson Marlborough Farming.

Ms Edwards spoke to the article on communication activities for the coming two months and asked members of the Subcommittee to consider whether the projects are prioritised correctly. There was general agreement with the list.

Mr Choat advised of his role of providing Civil Defence education to the region and also issues around the Cycle Trust marketing agreement.

Mr Choat advised of discussions with building staff about creating an online community with regulators and builders.

Discussion was held on submissions received by Council through its website, as it had been observed that several submitters said they weren't sure whether submissions had been received.

**Moved Crs Wilkins/Edgar
FN11-06-03**

**THAT the Communications Subcommittee receives the Communications
Advisor's Report RFN11-06-01.
CARRIED**

4 FINANCIAL REPORT – RFN11-06-02

Mr Choat spoke to the report which reflected the communications budget at 75% of the 2010/2011 financial year.

Discussion was held on the distribution of Hummin in Tasman so it is not going to places where it is not being distributed.

Mr Jennings advised that people paying the tourism targeted rate will be asked how many copies of Hummin in Tasman they would like, with the main distribution opportunities being A&P shows and I-sites.

The Subcommittee discussed Jam Magazine. The online content needs to be kept current and up-to-date. Mr Jennings advised that the online content has been changed dramatically in the last four weeks.

**Moved Crs Wilkins/Mirfin
FN11-06-04**

**THAT the Communications Subcommittee receives the Communications
Financial Report RFN11-06-02.
CARRIED**

5 WEBSITE REPORT – RFN11-06-03

Online Communications Adviser, T Easton was in attendance to present his report.

Mr Choat advised that Mr Easton has resigned from Council to take up a position with Dry Crust Communications. The report summarised the website activity for the months of March and April 2011 and advised the new ranking of 3rd place for Council's website in comparison to other local authority websites.

**Moved Crs Edgar/Mirfin
FN11-06-05**

**THAT the Communications Subcommittee receives the Website Report
RFN11-06-03.
CARRIED**

6 COMMUNITY CONSULTATION FUND REPORT

Strategic Development Manager, Ms Edwards, spoke to the report which sought approval for the Community Consultation Fund budget and administration responsibility to transfer from Corporate Services to Community Services and for the fund to be allocated by the Grants and Community Facilities Subcommittee.

**Moved Crs Edgar/Bouillir
Fn11-06-06**

THAT the Communications Subcommittee:

- a) Receives the Community Consultation Fund report RFN11-06-04;**
- b) Approves the internal budget transfer of the Community Consultation Fund from the Corporate Services Department to the Community Services Department from the 2011/2012 financial year;**
- c) Agrees that the Grants and Community Facilities Subcommittee becomes responsible for allocating the Community Consultation Fund from the 2011/2012 financial year.**

CARRIED

7 A & P SHOW REVIEW – RFN11-06-05

Mr Choat spoke to the report contained in the agenda. Council presence at the District's A&P shows was revised for the 2010/2011 year with the Council only attending Richmond, Motueka, Murchison and Takaka.

Other initiatives included displays at the individual shows focussing on events of interest and significance to the local area in addition to general information regarding the services provided by the Council.

**Moved Crs Edgar/Mirfin
FN11-06-07**

THAT the Communications Subcommittee receives the A&P Show Review report RFN11-06-05.

CARRIED

The meeting concluded at 11.15 am.

Date Received:

Chair: