

MINUTES

TITLE: Communications Subcommittee
DATE: Tuesday 27 September 2011
TIME: 9.30 am
VENUE: Motueka Office, 7 Hickmott Place, Motueka.

PRESENT: Cr E J Wilkins (Chair), Mayor R G Kempthorne,
Crs J L Edgar, Z S Mirfin and M L Bouillir

IN ATTENDANCE: Communications Adviser (C Choat)
Strategic Development Manager (S Edwards)
Online Communications Officer (R Liddicoat)
Mr P Jennings (Dry Crust)
Administration Officer (G Woodgate)

1 CONFIRMATION OF MINUTES

1.1 Communications Subcommittee – 7 June 2011

Moved Crs Edgar/Wilkins
FN11-09-01

THAT the minutes of the Communications Subcommittee meeting held on 7 June 2011 containing resolutions FN11-06-01 to FN11-06-07 be received.
CARRIED

2 CHAIR'S REPORT

The Chair advised of trees overhanging some Motueka footpaths and requested that reminders of the need to prune vegetation overhanging footpaths are put in Newsline and in Updates.

Moved Crs Wilkins/Edgar
FN11-09-02

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

3 WEBSITE REPORT – RFN11-09-05

Online Communications Adviser, Richard Liddicoat was in attendance to present his report. The report provided an update on the activities of the Communications team for July and August 2011.

Cr Mirfin arrived at the meeting at 9.43 am.

Mr Liddicoat spoke on the following matters:-

- Council webcams
- Council website front page 'slider'
- Council brochures being placed on the Council website.

Cr Edgar requested a copy of the coverage from the webcam of the recent Block Party in Sundial Square be sent to Richmond Unlimited.

**Moved Crs Edgar/Mirfin
FN11-09-03**

**THAT the Communications Subcommittee receives the Website Report
RFN11-09-05.
CARRIED**

4 COMMUNICATION ADVISER'S REPORT – RFN11-09-02

The report provided an update on the activities of the Communications team for July and August 2011.

The following matters were discussed:-

- Freedom Camping brochure
- Get Moving website

Mayor R G Kempthorne arrived at the meeting at 9.53 am.

- Library Website upgrade
- Brochure suite rebrand.

**Moved Crs Wilkins/Bouillir
FN11-09-04**

**THAT the Communications Subcommittee receives the Communications
Adviser's Report RFN11-09-02.
CARRIED**

5 2011 COMMUNITRAK SURVEY RESULTS REPORT – RFN11-09-01

The Communitrak Survey report summarised the opinions and attitudes of Tasman District Council residents, to the services provided for them by their Council and their elected representatives. This report summarised those results, focusing on the communications related matters.

Newsline was now the main source of Council information to ratepayers.

Mayor R G Kempthorne requested the Strategic Development Manager check with the authors of the Survey report for clarification of the recurring comment that 'there were no notable differences between wards' and gave page 67 as an example of this.

Mayor R G Kempthorne advised that now was the best opportunity and time to put Civil Defence news into Newsline.

Discussion followed on the main reasons why 7% of residents contacting Council Offices by phone were not very satisfied and asked what could be done to improve this. Inviting Dr. Brooks to give a talk on customer service was one suggestion and giving the Customer Service behavioural KRI's in staff performance agreements a higher priority was another.

A popular misconception that all residents contacting Council Offices by phone would be replied to within 24 hours was then discussed. The need for feedback to people making customer service requests when they asked for it was discussed.

**Moved Crs Edgar/Mirfin
FN11-09-05**

THAT the Communications Subcommittee requests that the Management Team highlight with staff the importance of customer service behaviour and interactions.

CARRIED

**Moved Crs Wilkins/Mirfin
FN11-09-06**

THAT the Communications Subcommittee receives the report on the 2011 Communitrak Survey Results RFN11-09-01.

CARRIED

6 AUGUST 2011 MEDIA MONITORING REPORT – RFN11-09-06

The report advised that this media report would be the last media monitoring report produced solely by Dry Crust who have now employed the services of Meltwater media monitoring agency. Dry Crust will summarise the Meltwater reports on behalf of Council resulting in improved efficiency, greater visibility of a wider range of media coverage related to Council and reduced overall costs to Council.

Mr Jennings explained how Meltwater media monitoring agency compiled their list of all media coverage each month.

**Moved Crs Edgar/Wilkins
FN11-09-07**

THAT the Communications Subcommittee receives the report on August 2011 Media Monitoring RFN11-09-06.

CARRIED

7 COMMUNICATIONS FINANCE REPORT – RFN11-09-08

The expenditure report provided a view of the current Council wide communications expenditure for the first two months of the 2011-12 year.

**Moved Crs Wilkins/Bouillir
FN11-09-08**

**THAT the Communications Subcommittee receives the Communications Finance Report RFN11-09-08.
CARRIED**

8 COMMUNICATIONS PROVIDER SERVICE SURVEY – RFN11-09-07

Mr Choat outlined the low number of staff respondents.

It was agreed to include external organisations who use Dry Crust's services - such as radio, newspapers, contractors etc. in next year's survey.

Objective measureables being used in such surveys was then discussed.

**Moved Mayor R G Kempthorne/Cr Wilkins
FN11-09-09**

**THAT the Communications Subcommittee receives the Communications Provider Service Survey Report RFN11-09-07.
CARRIED**

9 A&P SHOWS COUNCIL PRESENCE – RFN11-09-03

The report was in response to discussion regarding the Council's presence at local A&P shows at a recent workshop that discussed discretionary spending.

Mr Choat advised that Council's presence was expected, and required, this year in order to explain to ratepayers such issues as:-

- amalgamation
- Long Term Plan
- Rates valuations
- Waste Management and Minimisation Plan, etc.

The Chair requested that Council's presence at A&P Shows be reviewed again this time next year.

**Moved Mayor R G Kempthorne/Cr Bouillir
FN11-09-10**

THAT the Communications Subcommittee:

- a. **Receives the A&P Show Council Presence Report RFN11-09-03 and**
- b. **Supports the Council having a presence at the four 'major' A&P shows in the District this season (2011/12) and**
- c. **Notes that the Council is not planning to have corporate stands at the A&P shows from 2012/13 onwards.**

CARRIED

10 POLICY FOR USE OF TASMAN'S GREAT TASTE TRAIL NAME AND LOGO REORT – RFN11-09-04

The report provided information to define the use of the 'Tasman's Great Taste Trail' name and logo across all media.

As no policy was attached, this item was left on the table and is to be included on the next Agenda.

The meeting concluded at 11.06 am.

Date Confirmed:

Chair:

UNCONFIRMED MINUTES