

Draft Minutes Tourism West Coast Board Meeting

10.00am, 3 November 2010
9 Guinness Street, Greymouth

Attending: Phillip Barnett Grey District Council Representative
Margaret Grant Development West Coast Representative
Margaret Montgomery Buller District Council Industry Representative
Matt Ewen General Manager
Lisa Rangi Grey Star

In Attendance: Anita Gillespie Minute Taker

The Chair welcomed Board members and acknowledged apologies from Board members Keogan and Myers.

Matters Arising

- Items added to the agenda, it was noted that this is a 'special meeting' due to two absences and therefore the agenda was amended to reflect this.

Minutes of Previous Meeting

Board member Grant asked that the attendances be reworded to show more clearly that Board member Myers and Keogan had attended via Skype.

Action Items from Previous Meeting

As per the action items sheet at the end of the document (actions to be followed up in red).

The General Manager briefed the board on the publications process being undertaken for the 2011/12 version. There were discussions around resources and face to face contact with operators. The Chair asked that a project plan / evaluation of visitor guide be developed showing recommendations.

The minute regarding Board remuneration at the last meeting was discussed, it was noted that the General Manager's bench marking report showed that all other RTOs Board members are remunerated.

The General Manager advised that he and the Chair were meeting with Development West Coast today to discuss the Tourism Awards and Business Awards for 2011.

The General Manager introduced Brian from Cabbage Tree who presented to the Board.

Lisa from the Grey Star entered the meeting (1.35pm).

General Managers Report

The General Manager confirmed that Board members had read the report and opened it up for discussion.

He advised that there were 8 famils currently being worked on. There was discussion around the TNZ famil programme and the pressure it puts on Tourism West Coast resources. The General Manager explained how the programme worked to the Board; the Chair reminded the General Manager that he would like to see all the results going out to operators as they come through.

The General Manager updated the board on the Glacier Country Rugby promotion.

The General Manager advised that the restructure/reassignment within the office had been completed. Michelle and Anita's new titles to reflect the changes were Communications Manager and Trade Marketing and Administration Executive. He also advised the Board that the Communications

Manager would be reducing to 32 hours per week and that the extra 8 hours would be used to develop the website and new editorial content.

JV with other RTOs

The General Manager advised that the Joint Venture with Christchurch Canterbury Tourism had gone ahead and explained how the promotion would work; he assured the board that previous concerns had been satisfied. The Chair asked the General Manager if he could see that a copy of the advert being shown in Australia could be sent out to operators.

TWC assessment survey

The General Manager presented the survey results to the board. There was positive discussion around the results and feedback given by operators.

The General Manager discussed the research that Tourism West Coast had done early in the year and opportunities around using the Ministry of Economic Development and RTONZ domestic tourism research. He carried on to say that Tourism West Coast would look to do some further research into Auckland, Wellington and Christchurch around perceptions of the West Coast with a focus on domestic visitors; he hoped to have the research information back in early January 2011. The Chair advised that he would like to see Tourism West Coast using resources/knowledge already available to move forward on opportunities rather than expenditure on further research; however he asked that the General Manager put together a brief for the board to consider.

The Board put forward a motion that proceedings be moved into Committee.

The Board put forward a motion that proceedings be moved out of Committee.

The Chair thanked Board Members for their attendance. There being no further general business to attend to the meeting was declared closed at 3.40pm.

Phillip Barnett
Chair

Date: