

## Draft Minutes Tourism West Coast Board Meeting

11.00am, 1<sup>st</sup> February 2011  
9 Guinness Street, Greymouth

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<b>Attending:</b>	Phillip Barnett	Grey District Council Representative
	Margaret Grant	Development West Coast Representative
	Margaret Montgomery	Buller District Council Industry Representative
	Jenny Keogan	Westland District Council Representative
	Kerry Myers	Industry Representative
	Matt Ewen	General Manager

**In Attendance:** Anita Gillespie                      Minute Taker

The Chair welcomed Board members and the meeting commenced at 1.29pm.

### Matters Arising

- Items added to the agenda; Glacier Rugby, Board remuneration, Benchmarking of RTO's.

### Minutes of Previous Meeting

The Board moved that the Minutes of the meeting held 16 December 2010 be accepted.

Moved: Phillip Barnett  
Seconded: Jenny Keogan  
Carried

There was discussion around benchmarking information from RTONZ that the Board sought, this was clarified by the General Manager.

Performance Review; The Chair asked the General Manager to suggest another date for this meeting as Board member Montgomery is not available on the 23<sup>rd</sup> February.

Visitor Guide; The General Manager advised the Board that Tourism West Coast will do an update to operators regarding the new 2011/12 West Coast Visitor Guide in March with Jim Turner. He carried on to say that the income to be generated back to Tourism West Coast will be a minimum of \$70,000 plus GST and anything over that figure will be split 50/50 with Maxim. The Chair advised the General Manager that the contract between Tourism West Coast and Maxim be presented to the Board prior to sign off; there was further discussion around this.

Image Library Policy; The General Manager read this out to the Board. Board member Myers queried whether this applied to operators' images, the General Manager advised that it does not. The Chair asked the Policy be sent out to Board members for their reference.

### Action Items from Previous Meeting

Industry Representative; there was discussion around how this came about and the policy/procedure around this. The Chair asked the General Manager to draft a Board policy around this.

The General Manager confirmed to the Board that the account receivables that have been passed to debt collection will in future be asked to pay up front.

### General Managers Report

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

Development West Coast Leading Light Business Awards; The General Manager advised that there is still time to run our own awards if the Board wished to do that. He continued on to say that Tourism is the only sector group to have its own award and that the Leading Light Awards will go ahead whether

Tourism West Coast run their own or not. The General Manager advised that he would like to try partnering with Development West Coast this year.

The Chair asked that a Memorandum of Understanding be established with Development West Coast with regard to the Leading Light Business Awards.

The Chair passed a motion that Tourism West Coast will participate and support Development West Coast in the Leading Light Awards for 2011.

Moved: Phillip Barnett  
Seconded: Margaret Montgomery  
Carried

ITOC Board meeting; The General Manager advised that this is in hand and there has been a good response to the Industry function.

RWC2011; The General Manager advised that the Festival co-ordinator position has now been shortlisted down to 4 people. Board member Keogan reminded the Board that there is some urgency needed to get this all put in place. Board member Grant suggested the General Manager speak to the Buller Rugby Union regarding the National festival at their meeting on February 14th. The Chair asked that once the new person starts that the General Manager and the new appointee do a presentation to the Board on the plan/strategy leading up to Rugby World Cup.

Joint Venture with other RTO's; The General Manager discussed the results with the Board. He also advised he has a meeting regarding this tomorrow with Christchurch Canterbury Tourism.

Operator meetings/visits; the Chair asked whether there was a set target of operator visits for the office, there was further discussion around this with the thought that a monthly target should be in place.

Media/PR; Board member Myers advised that it was great to see the photos and media release of Skydive Franz Josef sent out by Tourism West Coast.

Website; Board member Myers asked for year on year comparisons for the statistics. She continued on to ask why the visitors and unique visitors are tracking down during our busiest season. The General Manager did not have an answer for this. The Chair reminded the Board that once correspondence is received from Development West Coast he would like to follow up on issues regarding website statistics and the 12 month outlook for the website.

The General Manager discussed the RTO Online Marketing capabilities program document with the Board.

Creative Campaign; There was discussion around potential costs that might be incurred. The General Manager advised that the initial visit and discussion is free of charge. The Chair advised that he would like the General Manager to proceed with this initial visit and there was further discussion around potential results and ideas with costings to be presented prior to a contract being entered into with Assignment.

The General Manager advised he had discussed advertising opportunities with Dean Bermingham regarding the upcoming Inter-club meeting. Board member Grant discussed this further.

Advertising Opportunities and Costs; The Chair asked the General Manager if he wanted feedback on the document he had included in the Board papers. The General Manager discussed different opportunities with the Board. Board member Montgomery asked whether there was a figure that the General Manager intended to spend, the General Manager referred back to the budget. The Chair advised that he would want to see a document to back up the advertising choice that could then be used to evaluate the opportunity chosen.

NZ On a plate; The General Manager reminded the Board of the conditions that they had discussed at the December meeting and advised that they had been satisfied.

Visitor Survey; Board member Keogan asked for an example of the questions, the General Manager advised that Lisa, the Manager of the Hokitika i-SITE, would be putting that together. The Chair advised the General Manager that he would be happy for the survey to be done at the Greymouth Train station also.

Winter Marketing Campaign; The Chair discussed the document with the Board and the General Manager.

Review of Marketing Activities 2010; The Chair opened this up for discussion from Board members. Board member Myers suggested another Auckland visit to Inbound Operators and suggested moving to webinars for operators who cannot take time away from their business. The Chair discussed Tourism West Coast bridging the gap between operators and wholesalers especially into Australia.

There was discussion around the UK IMA trip and Board member Myers asked why Tourism West Coast had chosen to visit the American and Indian markets instead in 2011. The General Manager advised that the UK trip is not confirmed for 2011 and he assumes it will be the same people as last time he visited. He carried on to say that Tourism West Coast had not been into the USA in the last 3 years and that India as part of the Asian market is where the real growth is. Board member Grant reminded the General Manager that it would be good to add some wholesaler visits in to the trip to America as well as Board member Myers had earlier suggested. The General Manager advised that he and Board member Myers will be discussing this further.

Famils; The General Manager advised that he had spoken to Rebecca Lambert at Tourism New Zealand regarding the number of famils estimated for 2011 and the quality of potential famils to come through the West Coast. She was unable to give an indication of how many the West Coast would receive.

Winter marketing campaign; The Chair suggested that the Board will look over this further and he asked Board members to email the General Manager with any comments over the next fortnight, so that the General Manager can further the Marketing budget for 2011/12.

The Chair put forward a motion that the Business Report from the General Manager be accepted and approved as discussed.

Moved: Phillip Barnett  
Seconded: Kerry Myers  
Carried

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

Moved: Phillip Barnett  
Seconded: Margaret Grant  
Carried

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

Moved: Phillip Barnett  
Seconded: Margaret Montgomery  
Carried

The Chair thanked Board Members for their attendance. There being no further general business to attend to the meeting was declared closed 4.26pm.

Phillip Barnett  
Chair

Date: