

## Draft Minutes Tourism West Coast Board Meeting

1.30pm, 16 December 2010

Beachfront Hotel, Hokitika

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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 to the last meeting of 2010.

The Chair noted that during Board only time, it was confirmed that the management performance review would take place on the 23<sup>rd</sup> February 2011, he also advised that Board member Grant had stepped down from the remuneration committee and that he (the Chair) would be taking her place. He also advised that he would go back to the Councils and seek direction regarding a performance review for the Board.

### Matters Arising

- Items added to the agenda, Competition T-shirts, Communications strategy/policy (large events), TWC working with Shantytown and Denniston, Cycleway, Ngai Tahu Representative v's Industry Representative.

### Minutes of Previous Meeting

There was discussion around the quorum required for Tourism West Coast Board meetings. It was agreed that the new quorum will be four (4) Board members.

The Chair moved a motion that the quorum for Tourism West Coast Board meetings be altered from five (5) to four (4).

Moved: Margaret Grant  
Seconded: Margaret Montgomery  
Carried

The Board moved that the Minutes of the meeting held 21 September 2010 be accepted and the summary of the meeting 3<sup>rd</sup> November 2010 also be accepted.

Moved: Margaret Montgomery  
Seconded: Margaret Grant  
Carried

### Action Items from Previous Meeting

There was discussion around the visitor guide review and the process going forward re outsourcing. The General Manager will report back to the Board regarding the new proposal.

The Chair referred to previous meeting minutes regarding the Image Library and conferred with Board members, it was agreed that a policy regarding the use of images from the image library was required and he asked the General Manager to formalize a policy.

The General Manager updated the Board on how the Glacier Rugby Promotion was progressing.

The Chair asked that Board remuneration be on the agenda for the next February meeting.

The Chair declared an interest in the Greymouth i-SITE having taken over the management and advised the Board and General Manager as such.

### TWC Policy Review

The Chair confirmed with the General Manager that the Tourism West Coast Board policies have now all been reviewed.

### Chair Appointment Review

The Chair advised the Board and General Manager that he is willing to stand again as Chair of the Tourism West Coast Board for a second term; there was unanimous agreement from the Board members.

The Chair put forward a motion that his reappointment as Chair be accepted.

Moved: Margaret Grant  
Seconded: Jenny Keogan  
Carried

### General Managers Report

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

There was discussion around the Tourism Awards for 2011. The General Manager showed the Board a SWOT analysis regarding the potential merger with Development West Coast. The Chair asked that the General Manager be mindful that there is a good Tourism West Coast presence on tickets and at the event, a speaking role for the General Manager and a minimum of two awards with a Tourism focus. It was also suggested that all applicants be acknowledged in some form.

Board member Keogan also suggested a retail salesperson of the year award. There was positive discussion around this and the Board support the General Manager following up on this with the Promotion Groups and in lieu of the industries own Tourism awards.

ITOC – The Chair commented on this and there was positive discussion and feedback from Board members. Board members Keogan, Myers and Grant volunteered to assist as able and required.

The General Manager showed Board members a brief presentation on the website.

He continued on to show an outline of the Tourism West Coast marketing plan for 2011. There was discussion around the Creative campaign idea. The Chair asked that the 12 month plan be a living document and be updated for the Board at their meeting. He continued on to suggest that Tourism West Coast be in market more, particularly in Australia. The Chair thanked the General Manager for his update and advised the General Manager that he would like to see how this 2011 plan follows on from the 2010 plan. Board member Myers also suggested that a report on what worked well and what didn't in 2010 would be helpful and how social media fits into the plan? The General Manager will report back to the Board further.

Board member Grant asked for a report back on the Winter Marketing campaign, the General Manager will come back to the Board with this.

Tourism New Zealand Kiwilink – There was encouragement from the Board for Tourism West Coast to represent the West Coast at potential Kiwilink events. Board member Myers also suggested that the General Manager budget for sales calls around the Kiwilink events also. The Chair suggested that the General Manager approach Development West Coast regarding funding for international visits, and also joint advertising of the website e.g. website promotion on buses. The Chair also advised the General Manager that he looks forward to seeing the Advertising schedule for 2011.

The General Manager updated the Board on forecasted visitors during RWC2011.

Board member Grant discussed the council meetings with the General Manager, there were positive comments and feedback from the 3 council Board representatives. The Chair advised that he would like to go into next year's meetings with even more tangible results.

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

#### Website

The Chair advised that Development West Coast will be approached regarding the information still required from them regarding honoring the agreement in place. The Chair asked that the General Manager send a letter to Development West Coast regarding the Board's ongoing concern by the next Board meeting.

#### JV with other RTO's

The Chair asked that the General Manager report back on the results of the latest campaign at the next meeting.

#### Marketing Plan Overview

Food on a plate campaign – The Chair took the proposal as read by Board members. The General Manager spoke to this regarding the required funding, and the coverage that it will receive. Board member Myers offered some feedback and there was discussion around this. It was agreed that as long as queries are satisfied i.e. coverage of all three districts, promotion of the website and brand, how you get to the West Coast, then the Board would look to give their approval.

#### Communications Strategy

The Chair advised the meeting that Development West Coast and the Councils had asked about a communications strategy/policy regarding a tourism related events. The Chair asked that the General Manager look to developing a strategy and action plan for this.

#### Competition T-Shirts

The Chair suggested that we look to use the t-shirts in the lead up to RWC2011 and liaise with the i-SITEs also, the General Manager agreed.

#### Cycle trail

The Chair updated Board members on the cycle trail plans. The Chair suggested that Tourism West Coast send a letter to Development West Coast to support the Westland Cycle trail, Board members agreed.

#### Industry Rep

The Chair noted that the current Industry representative Kerry Myers will continue for another 12 months. The Chair also reminder the Board that Board meetings are open meetings and the attendance and participation from members of the industry is welcomed. The Chair asked that the General Manager have a clear strategy on growing attendance at meetings in 2011.

#### RWC2011 – Festival (funding acceptance)

The Chair congratulated Tourism West Coast of the successful proposal and thanked Michelle for her work on this. He advised the General Manager that this had been discussed in Board only time and that he would like to see this come from the bottom up. The General Manager replied and explained the process leading up to this and the process moving forward, the final decisions to be made on the revised proposals for funding are due in February. The General Manager also advised that he had discussed opportunities with Development West Coast and will pursue this.

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

Moved: Phillip Barnett  
Seconded: Margaret Montgomery  
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 5.13pm.

Phillip Barnett  
Chair

Date: