

## Draft Minutes Tourism West Coast Board Meeting

10.00am, 21 September 2010

Westport Motor Hotel, Palmerston Street, Westport

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**Attending:** 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 acknowledged the presence of Board Member Myers and Board Member Keogan by SKYPE.

### Matters Arising

- Items added to the agenda, Council Elections, Publications, Image Library, Board Remuneration.

### Minutes of Previous Meeting

The Board moved that the Minutes of the previous meeting held 11 August 2010 be accepted.

Moved: Margaret Montgomery  
Seconded: Margaret Grant  
Carried

### 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 Chair thanked TWC for the TRENZ information that was sent out to operators. He also advised it was great to hear the photos and press release have gone to all the papers.

There was discussion around Tourism NZ statistics, Board Member Myers advised that Destination Queenstown had forwarded the statistics out to their operators. The Chair will send these to the General Manager and other Board members who had not seen the statistics.

### TWC Policy Review

The Chair moved that clause 5.3b of the Tourism West Coast Incorporated Communications, PR and Media (5) policy be accepted as amended.

Moved: Phillip Barnett  
Seconded: Margaret Montgomery  
Carried

The Chair moved that the Tourism West Coast Incorporated Planning Policies (4) be accepted as reviewed by the Board.

Moved: Phillip Barnett  
Seconded: Margaret Grant  
Carried

### General Managers Report

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

The General Manager commented on the famils outlined in his report, two trade and two media famils, and that good coverage was expected from these. He also noted that it was great to see that Oparara Experience had already received a direct booking as a result of the recent Jim Eagles article.

The Chair asked that in future if the General Manager's report could have the famils formatted with a month/year comparison. The Board agreed they would like the format shown in the August report to be continued.

#### RWC 2011

The General Manager advised that TWC had marked the 'one year to go' with a function in Greymouth which was very successful. He advised that the image in his report was the image that had been used for the 'shout it out' campaign which showed third in the advertisement. He continued on to say that the application to the lotteries grant had been put in for funding. He also advised that the Westland Business Unit had put in their own application and that Tourism West Coast had offered assistance to the Westland Business Unit with their activities.

The Chair queried why Tourism West Coast was not the lead agency with the applications and why the Westland Business Unit had gone it alone, there was some discussion around this.

The General Manager advised that the result of the applications will be announced in November he continued on to say that there had been discussion with the other districts around ideas for the festival however there had not been the willingness to participate, an example being the whitebait photographic exhibition which had been brought to Dean Birmingham's attention several months ago. Board Member Montgomery advised that she had received positive feedback regarding the photo exhibition and the Buller regions involvement with it. The General Manager advised that he was pleased to see the Westland Business Unit had moved forward in a positive way with their plans. Board Member Montgomery agreed.

The Chair advised that he would like to see Tourism West Coast taking the lead on Festival 2011 to maximize this marketing opportunity. Board Member Montgomery suggested that Tourism West Coast push on regardless of what the Councils decided to do. The General Manager confirmed that Tourism West Coast had applied for \$159,340 and that if that bid was not successful then there were still lower level activities that could still be undertaken.

#### Glacier Rugby Promotion

The General Manager advised that the glacier rugby filming was undertaken on the 24<sup>th</sup> August and after having seen the footage that it has been money well spent. He continued on to advise that the launch of the promotion has been delayed a couple of weeks due to the air tragedy in Fox Glacier.

The Chair enquired as to how much ownership Tourism West Coast had as a result of the financial input. The General Manager advised that Tourism West Coast had paid for half of the cost of the promotion and that Tourism West Coast owns the rights along with Glacier Country and Tony Burrows who produced the video. The Chair advised that he would like to see the logo and promotion of Tourism West Coast's support, also promoted. There was discussion around this. The General Manager advised that TVNZ will have the initial launch and that Heineken were also on board and that he is confident that Tourism West Coast will get good mileage out of the promotion. He also advised that Tourism New Zealand are able to quantify the dollar value of the promotion, Board Member Montgomery suggested that this also be brought back to the attention of the councils, the Board agreed.

#### West Coast Tourism Awards

The General Manager advised that numbers were a little disappointing this year; however it was a great night. The Chair agreed that it was a great night and thanked everyone who had been involved, however, he also advised that the Board would like to perhaps see an events co-ordinator be employed for next year's awards and that the process of planning the awards is initiated earlier. There was discussion around this and the General Manager reminded the Board that Development West Coast are also working on Business awards for next year. There was discussion around this and debate as to whether the West Coast Tourism awards should stay as an individual event or join the DWC Business Awards, the Board was split on this topic.

Board Member Keogan suggested some ideas for next year's awards dinner which she will send through to the General Manager. The Chair suggested that moving forward Tourism West Coast look into options for next year and different opportunities that may be available. He asked that the General Manager put together a one page report on the pros and cons of either keeping them separate or merging for the next meeting. The General Manager advised that he will also discuss the options further with Development West Coast.

#### Break from the Quake

The General Manager advised that he had assisted Tony Williams and Solid Energy with this campaign. It had initially been capped at 1000, and he wouldn't want to see this extended to much as he was aware some businesses had lost business as a result of the Christchurch earthquake and he wouldn't want them to be taken advantage of. He also added that it was great to have the i-SITE's working in also and that the coast had got some good promotion as a result of the operators' generosity.

#### Fox Glacier Tragedy

The General Manager advised that he had dealt with media enquiry on the day however had felt that there were enough people on site at the time, and had not gone down to Fox Glacier. He advised that he had found the situation difficult as he had lost a personal friend in the tragedy, however overall felt the situation had been handled well.

#### RTO Joint Venture

The General Manager confirmed that Board members had read the email correspondence and confirmed that Tourism West Coast wouldn't be going ahead with the joint venture.

The Chair advised that the General Managers decision had given him a lot of confidence in him and that he was fully supportive of this decision. The General Manager advised that the decision had not been made lightly, however he was comfortable that the decision had been the right one.

There was further discussion around this. The Chair thanked the General Manager for the update on the current Joint Venture situation and the board confirmed that they unanimously support him in this decision and that they will follow up with a letter expressing their view to the other Joint Venture partners.

#### Auckland and Australian Roadshow

The General Manager advised that the feedback so far from 25 attendees was positive and that a survey of the operators who participated was currently underway. He also thanked the two Board members who attended. The Chair advised that he is a strong advocate of the road show concept and the doors that they can potentially open to operators. The Chair asked whether Tourism West Coast could support smaller iconic businesses attending, there was discussion around this. The General Manager advised that once the feedback he would look at different options. Board Member Myers will discuss suggestions further with the General Manager.

The Chair and General Manager discussed potential advertising opportunities, the General Manager advised that Wotif and Expedia were both looking for partners for regional promotions and that this is something that he will be looking into further.

The Chair asked the Board whether they supported advertising v's marketing in certain areas and reminded Board members that there are funds that can be put towards this and that he would like to give the General Manager direction to come back to the Board within the next 6 week period with suggestions of possible advertising ideas, the Board agreed.

The General Manager suggested that the lines between operational and governance were starting to get a little blurred here and that if there was agreement from the Board to spend a suggested amount of money that he go ahead with that and then report back.

Board Member Montgomery asked that there be communication around it prior to it happening and Board Member Grant advised that she agreed that there was no need for the General Manager to do a report back to the Board prior and that he should be left to move ahead with it, Board Member Montgomery agreed.

The General Manager suggested that the Board give Tourism West Coast some freedom around the marketing plan moving forward so that he can work in with the districts and individual operators. He carried on to say that he will be looking forward into potential opportunities for next year and RWC and advised that this money does not need to be spent immediately. Board Member Montgomery suggested billboard advertising. There was discussion around this.

The General Manager advised that the highway naming is still on hold.

#### Office Restructure

The General Manager took his restructure document as read and advised that he hoped to have amended position description sorted out with Anita and Michelle very soon. He advised the Board that he will be speaking to Beck and Caul regarding the outsourcing of the visitor guide and how they handle this with other RTO's as this might be an option worth considering. There was discussion around this and the General Manager advised that the hours in the document were a 'best indication'.

The Chair advised that this had been discussed within Board only time and he asked when they would receive information regarding the remuneration document. The General Manager advised that this would be back to the Chair by Friday 15<sup>th</sup> October. The Chair asked that if any Board members have feedback they liaise with the General Manager directly.

#### Website

The General Manager advised that based on feedback from the last Board meeting he had adjusted the format for reporting the website statistics. He continued on to say that there was an anomaly showing in August for unique visitors that he is yet to understand. There was some discussion around the statistics.

The Chair advised that he is was a little cynical regarding the benchmarking as this doesn't take into account the optimization that is in place. He clarified the definition of an absolute unique visitor and noted that there was not a lot of growth versus last year and that it was predominantly direct traffic. He also added that it was great however to see it an improvement on last month and he appreciated the change in format. There was discussion around this, and the Board went through the statistics. The General Manager pointed out that 1389 people (approximately 50% of visitors) had clicked through to the operators own website's from the site which is a main purpose of the site. The Chair asked what the industry norm is and the General Manager will endeavour to find this out. The General Manager advised that increasing overall visitor numbers to the site is a priority he also added that Cabbage Tree are in Greymouth on Wednesday and he would be discussing issues with them then.

The Chair advised he was disappointed that he had not heard from Helen at Development West Coast, the General Manager advised that it was his understanding that Warren was the contact the Chair should be dealing with. The Chair advised that he was following out the instructions of Development West Coast (after a meeting between himself and the Development West Coast CEO and COO) and replying direct to an email Helen had sent to himself. The Chair carried on to say that he feels like he is being stymied whilst trying to clarify why the new website is as it is. He asked the Board members whether this issue should now be put to the side or whether he should continue looking into this and also asked for the General Manager's position on this.

The Chair advised that he would like a reply from his email; he wants to see a plan on how negative publicity can be turned into a positive and also the breakdown on how the \$75,000 grant for the website had been spent. The General Manager advised the Board that he will follow this up with Development West Coast.

The General Manager stated that felt that the Tourism West Coast needed to keep moving forward and should make the best of the new website. Board Member Myers suggested also that Tourism West Coast needed to move forward now with the site however that they needed to get the i's dotted and t's crossed within the site urgently.

The Chair reminded the Board that focus groups had been decided on at the last meeting, and he would like this to continue. Board Member Grant asked how many hours was being spent on the content and the General Manager advised he would like to see 10 hours spent per week on the website. Board Member Myers commented that she would not want to see 10 hours being spent per week unless the site is working properly. The Chair agreed and suggested that the site be gone through line by line and each link on the website being checked thoroughly.

Board Member Keogan advised that she felt there had been enough discussion around the website and that perhaps a sub-committee should be formed regarding the website and what needs to happen moving forward. Board Member Myers agreed. The Chair advised that this could not happen until the required correspondence and focus groups had been organized first. There was further discussion around this.

Board Member Keogan left the meeting.

Board Member Myers suggested that herself, the Chair and General Manager discuss the website issue further.

#### Winter Marketing Campaign

The General Manager advised that he would be doing a review on the results of this campaign. The Chair advised he would like to know in advance what campaigns are being run and asked whether the operators should also know, the General Manager advised that all the operators were offered an opportunity to partake in the winter marketing campaign and therefore knew about the promotion.

There was discussion around the opportunities available with Destination Television and on board advertising. The Chair asked the General Manager to come back to the Board with the costs of the destination marketing.

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

Moved: Phillip Barnett  
Seconded: Margaret Montgomery  
Carried

Board Member Myers left the meeting.

### MRI

The Chair advised the Board that he and the General Manager had discussed the MRI further with Development West Coast and clarified that there is a Tourism West Coast strategy in place. Development West Coast will update this. There was discussion around this and the General Manager elaborated further on the limitations that Development West Coast have to deliver on the MRI. He carried on to advise the board that the memorandum of understanding with Development West Coast has now changed as the Chair had stated and that they are only able to commit to a 12 month funding agreement.

There was discussion around possible joint venture advertising opportunities between the two organizations. The Chair advised that his general feeling is that Development West Coast is supportive of Tourism West Coast being the lead agency for tourism funding. The Chair confirmed with the board that he will send out an email for their review regarding thanking Development West Coast for the consultation on the MRI.

### Visitor Guide

The Chair advised he was disappointed to see that the visitor guide was smaller than last year. He asked that the guide be reviewed in house regarding listing numbers and sales that the General Manager report back to the Chair regarding this.

### Council Elections

The General Manager discussed comments currently being advertised by potential councilors and asked Board members how this should be dealt with and what role they can play in this.

Board Member Montgomery suggested that the General Manager be involved in the council induction day and there was discussion regarding Buller district candidates.

The Chair advised he will be meeting with Debbie Collings and hopes to discuss Grey District tourism policy further then. He carried suggesting that Board members start doing this with their councils and promotion groups, there was discussion around this.

The General Manager asked Board members to take the opportunity where possible to talk to councilors as board representatives and be proactive in supporting Tourism West Coast.

### Policy on Image Library

The Chair asked the General Manager to come back to the board to clarify Tourism West Coast's rights and policy around this.

### Prime Minister's attendance at Networking Luncheon

The General Manager advised that the luncheon went really well and commended Westland Mayor Maureen Pugh for her lead on this.

### Board Remuneration

Board Member Montgomery suggested that it was time the Tourism West Coast Board be remunerated. There was discussion around this and the Chairman agreed. It was noted that the Board had raised the issue regarding remuneration and that this will be given some more thought. The General Manager will look into this further and find out what the industry standard is.

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 at 3.39pm.

Phillip Barnett  
Chair

Date: