

Minutes Tourism West Coast Board Meeting

10.30am October 4 2011
Kingsgate Hotel, Greymouth

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
	Jan Macdonald	Breakers B&B Greymouth
	Stephen Roberts	Breakers B&B Greymouth
	Paul Schramm	Wild West Adventures Greymouth
	Janet Luxton	Shantytown Heritage Park Greymouth
	Anita Gillespie	Tourism West Coast Media & Trade Executive

In Attendance: Glenda Lee Minute Taker

The Chair welcomed Board members, the meeting commenced at 10.30am.

Board only time – 10.30am – 11.30am

The Chair welcomed guests; the open meeting commenced 11.30am.

Minutes of Previous Meeting

The Board moved that the Minutes of the meeting held 6 September 2011 be accepted.

Moved: Margaret Montgomery
Seconded: Margaret Grant
Carried

Chairs Report

Chairman Barnett briefly read through his report and then moved into the following statements, in which the attendees contributed freely to the discussions.

Chairman Barnett spoke about the lack of tourists around with the fallout from the RWC – The whitebait festival & the positive impact this has had on the WC & the community. Thanks were given to Janet Luxton for her efforts in the organizational measures taken to successfully place the Whitebait mages on the flood wall etc.

Statistics are not looking great – TWC acknowledges that we can't leave the Australian & European markets alone even with the expected growth in the South East Asian Market.

Chairman Barnett reconfirmed that we do have to go with TNZ and the initiatives that they are driving – involve more linkages to agents that WC operators are utilizing – he urged that all operators should get involved with the TNZ SI Road Trip initiative.

Further discussion took place about the newzealand.com website & the difficulties operators had found in navigating around the site as well as difficulties uploading information.

Discussion took place over the Westland Business Unit Caravan 'Deals on Wheels' – Board member Grant commented on how difficult it was to locate the caravan.

Board member Keogan reported she had heard only positive comments, we need to measure the success of the tour, board members would like to see a report so that outcomes are measurable.

Board member Keogan confirmed bookings as an outcome were low, but general enquiries were up on the Coast.

As part of the sponsorship reporting was a requirement – Chairman Barnett would like this to be confirmed.

Moved: Jenny Keogan
Seconded: Margaret Montgomery
Carried

Industry Representative Update –

The board discussed and agreed that there should be a new policy that confirms that a board members termination will be called for if the board decided that the members' actions or affiliated entities are seen to bring the reputation of TWC into jeopardy

Jan Macdonald sought clarification over the Industry Rep Position – thinking that the Industry Rep should have been representing the industry – Chairman Barnett clarified the role.

Clarification to the industry on who the board is & what they actually do is something we need to consider to clear up any misconceptions.

TWC Constitution – Membership

Chairman Barnett spoke to the group about the TWC Constitution – stating there is currently no differentiation in the membership & that anyone could have TWC wound up – we are looking at changing the constitution to this

TWC currently has 3 categories of membership, (a) business members, (b) voluntary members, (c) corporate members, proposed changes are as follows

4.2 Membership categories:

(a) Funding members

Funding members shall comprise of the primary funders of TWC such as BDC, GDC, WDC & DWC, funding members will appoint 1 board member as per 6 management.

(b) Business Members:

Business members shall comprise individual tourism-related businesses that choose to take part in the annual Tourism West Coast publications and / or website.

(c) Voluntary Members:

Voluntary members shall comprise tourism-related businesses or persons who choose not to take part in the annual Tourism West Coast publications, but who pay the annual membership fee.

(d) Corporate Members:

Corporate members shall comprise non-tourism related businesses that choose not to take part in the annual Tourism West Coast publications and / or website, but that wish to have membership status on account of an economic interest in attracting visitors to the region and who pay the annual membership fee.

Discussions took place over 15 (a) of the constitution

The only people that can wind TWC must be funding members.

Buller District Council, Westland District Council, Grey District Council & Development West Coast are the funding members. Membership status has to be by paying \$150.00 minimum. Chairman Barnett asked that the board take this into consideration. Board member Grant said she was concerned that a business member could take it further, make the guidelines very clear. Chairman Barnett confirmed he would spend time with a lawyer, Board member Keogan commented that the Chairman had done a good job.

Board member Montgomery mentioned – point 15a winding up should be 3 representatives out of the 4 funders.

15. Winding-Up

- (a) Tourism West Coast Incorporated may be wound up voluntarily if a majority of its funding members withdraw their funding or at a General Meeting pass a resolution requiring Tourism West Coast Incorporated to be wound up and the resolution is confirmed at a subsequent General Meeting called for that purpose not earlier than twenty-eight (28) days nor later than forty-two (42) days after the date of which such resolution shall have been passed.

Moved: Jenny Keogan
Seconded: Margaret Grant
Carried

Funding Partners Update

Board member Keogan confirmed that initially funding from WDC was confirmed until the end of the year & then 15K of tourism funding is set aside for the Ellerslie Flower Show & that the WDC had agreed to it in principal but wanted feedback from the transitional committee. Board member Keogan said that the committee did not agree with this concept; the transitional committee recommended that WDC continue to fund TWC.

Discussions took place over an email to board member Keogan from Murray Montague the Transitional Committee Chairman.

Basically TWC have funding for 2 months– Board member Keogan confirmed that WDC decided not to support the Ellerslie Flower Show and the WDC will continue to fund TWC until the end of the financial year. Board member Montgomery asked that a copy of the minutes from the next transitional meeting be given straight away to Mayor Maureen Pugh & CEO Robin Reeves to stop any future confusion. Other funders want to gain a better understanding – at what stage can our Chair take your word that this is correct.

Board member Keogan re-confirmed the meeting will be held next week after that she will be able to supply confirmation.

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

Moved: Phillip Barnett
Seconded: Margaret Montgomery
Carried

In-Committee Meeting

Financial Reports

The Chair confirmed that the financials of TWC were current until the end of August

Update on Financial Position

The Chairman gave an overview of the organization’s current financial position as of 4/10/2011

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

Moved: Jenny Keogan
Seconded: Margaret Grant
Carried

Report From TWC Team

Anita Gillespie – Trade Marketing and Online Report was given with additional discussions taking place

Trade Famils –

Inbound Operators – confirmation of the dates for the ITOC Conference 21 August – 24 August 2012
Confirmation was given for the first ITOC committee meeting 6 October 2.30pm Jade Boulder Cafe
Chairman Barnett confirmed a \$15,000 commitment from TWC for the ITOC conference was required

Training & Trade Events – Kirra Tours Consumer Road Show

Board member Keogan questioned the outcomes

Chairman Barnett – commented 'that it is an investment & hopefully we will see growth again, something to look at with the marketing plan'. Anita confirmed 2 other West Coast product suppliers attended – Ngai Tahu & Tranz Scenic.

Kiwilink India – Chairman Barnett reconfirmed industry support to have a rep up in India attending the programme

Anita gave a brief report on Kiwilink India

Board member Grant mentioned she really enjoyed the Kiwilink India report – felt it gave her a great feeling of knowledge about this new emerging market.

Board member Grant asked that TWC staff ensure they keep the DTO's informed of famils taking place in their regions.

Newzealand.com website – comments were made and discussed about the website, Anita to investigate

Board member Keogan asked for clarification on how much time was spent on Facebook – descriptions & examples of the successes of Facebook were given to board member Keogan – Board member Keogan would like to see Social Media year to year comparisons – Anita will get stats off Google.

Anita stated we are due for another optimization report form Cabbage tree

Chairman Barnett re-confirmed the need for getting a marketing & advertising plan in place before the end of December & the importance of ensuring buy in from the other districts.

Anita presented the Aaron Carotta – Catch and Cook TV series to the board

The Chairman confirmed the board passed a motion to go ahead with the Aaron Carotta 'Catch and Cook' marketing proposal – Agreeance from Board Members Grant, Montgomery & Keogan

Glenda Lee - Media & Admin Executive report given with additional discussions taking place

SATW (Society of American Travel Writers) Famil – suggestions were made to arrange a USB stick with details on each region for each of the famil participants.

Discussions took place over the current reporting requirements the board agreed that future reports should be condensed

Discussions took place over the administration aspect of the role; Glenda confirmed that yes while they are important they did actually inhibit her from concentrating on the Media aspect of her role.

Moved: Margaret Grant
Seconded: Margaret Montgomery
Carried

Strategy

- Marketing/Advertising Plan – Anita will facilitate a meeting with the DTO's Chairman Barnett will be in attendance – it will be agreed where the Marketing/Advertising budget will be spent – joint meeting – the board will be present at the first meeting.
- ITOC committee – 2.30 Thursday 6th Jade Boulder –
- www.westcoastnz.com – Chairman Barnett commented on the site, feedback & a baseline report is required as to what changes have been made – Anita confirmed new pages, new content, time & money have taken place – do we need to form another committee around the website – Anita responded we already pay Cabbage Tree to do a website optimization report. Paul Schramm suggested this could be a topic on the DTO meeting agenda. Anita will put a report together – Paul Schramm suggested that Cabbage Tree present facts about the web site stats. Anita confirmed we want to drive the traffic to our operators, we want them to book with the operators. We need to get the bounce rate down, Chairman Barnett commented on the traffic drive to the website – we seem to get quite a few more kiwi visitors.
- Naming of the Highway – Jan Macdonald commented that we need to be completely different & unique, there is already a Great Ocean Road & their marketing is huge– Paul Schramm wanted confirmation from the board 'what is the marketing philosophy' – we need to use some phrase that builds on the messages that we are already giving out – what messages are we already using & how do we use that message to brand the route from one place to another. The key message is we are 'The West Coast of the Southern Alps' – otherwise we need to spend a lot of money explaining ourselves. If visitors see a particular road they need to quickly identify our branding – Chairman Barnett explained the naming of the highway is primarily to get talk happening here on the Coast – & confirmed there is 10K in the budget for the branding exercise, this has never been to a marketing consultant. Marcel Fekkes emailed Chairman Barnett with concerns over why the Glacier Highway wasn't included. Maori phrases are lovely but they are not handled very well by the tourists, make up something completely new – Paul Schramm mentioned new words or phrases can equate to an expensive branding exercise. Jan Macdonald – once the road is named there are many aspects to the finalizing of the re-naming. Processes are in place & we will encourage involvement - it must be good in 5 years time.
- Just Add Water – the feedback was discussed – Chairman Barnett decided that we should not continue with the Just Add Water Campaign given the feedback from Cabbage Tree & TNZ. Anita has a document that she will give to the board that has a concept that is worth following through with.
- 2012 Visitor Guide – debrief with Jim Maxim Print – Chairman Barnett explained to the guests the reasons why Maxim was utilized this year & the drawbacks from out sourcing the visitor guide. Chairman Barnett covered what we are expecting next years VG to be – gave a brief of the meeting with Jim. Board member Montgomery suggested we get the material that Maxim Print have on hand – discussion took place around the processes that were in place this year & TWC will conduct market research around the visitor guide processes and outcomes. One of the questions that will be asked will be around the CCT initiative, perhaps go to a publisher & get some feedback.

Moved: Jenny Keogan
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 5.00pm

Phillip Barnett
Chair

Date: 4 October 2011