



Minutes

of the

Economic Development Committee

Ordinary Meeting

Date 17 February 2014
Venue Council Chamber
515 Mackay Street
Thames

Present

B Page (Chairperson) PL French
L Hopper
G Christian
Mayor G Leach

In Attendance

Name	Item(s)
Ben Day (Deputy Chief Executive)	All Items
Elizabeth Brand (Governance Manager)	All Items
Debra Bromley (Personal Assistant)	All Items
Laurna White (Communications Manager)	All Items
Garry Towler (Area Manager - Whangamata)	All Items
Francois Pienaar (Project Manager)	All Items
Gilbert James (Coromandel Marine Farmers Assn)	All items

Meeting Commenced 15:38

Adjournments and Absences

There were no adjournments or absences

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1 Meeting Conduct

1.1 Apologies

Resolved

That the Economic Development Committee:

1. Receives the apology for Bob Renton

Moved/Seconded By: French/Hopper

1.2 Public Forum

There were no speakers at the Public Forum

1.3 Items not on the Agenda

There were no items not on the agenda

1.4 Conflict of Interest

There were none declared.

2 Service Level Agreements and Review

2.1 Destination Coromandel Report

Destination Coromandel staff updated the Economic Development Committee (EDC) with the organisation's 6-monthly report.

Key Discussion Points

- Brent Page presented report on behalf of Hadley Dryden (Destination Coromandel). Brent summarized the report noting the following points:
 - Visitor industry is the main contributor to regional GDP and underpins Destination Coromandel's thinking and strategy.
 - Coromandel RTO is trending above international trends, but below domestic average.
 - Coromandel did record highest number of guest nights in 2013. This information was taken from Infometrics.
 - It was noted Hauraki District Council (HDC) figures spike in 2013 which highlights highlights Rail Trail benefits to the Hauraki region (No retail spend is reflected in these statistics).
- Staff highlighted the good work done by the new Destination Coromandel (DC) and the potential increase to marketing funding to DC board.
- Leigh Hopper (speaking from private enterprise) wanted to congratulate Destination Coromandel and given appropriate budget, said this will pay dividends for wider district.

- There was a discussion about the budget increases for new initiatives and marketing.
- It was noted that seasonality is the biggest issue and the need to look at off season events that can drive international and local visitor spend.
- It was noted that DC would be taking over two iSites and staffing levels would be reviewed in the business plan.
- The Economic Development Manager would be tasked to interact on an operational basis with marketing people to mesh strategies.
- Off season visitors numbers were discussed and activities to promote. Absentee ratepayers should be given more reasons to come to the Coromandel Peninsula not just in summer period.

Resolved

That the Economic Development Committee:

1. Receives the report.

Moved/Seconded By: French/Hopper

3 Major Projects Review

3.1 Coromandel Harbour Facilities Project - Proposed Sediment Sampling

Economic Development Committee (EDC) was informed of progress on the Coromandel Harbour Facilities Development Project.

This report also presented the proposed sediment sampling programme in relation to consenting processes and risks for the EDC's endorsement and recommendation to Council.

Key Discussion Points

- The Harbour Facilities project is in the investigation stage, Phase 1, milestone 2.
- It was noted that sediment sampling is expensive
- A number of options were ruled out in the workshop and honed in on Furey's Creek/Sugarloaf options
- EDC were to view this situation through the lens of economic development.
- Need to approve continuation of business case of Furey's Creek and look at design that Gilbert James put forward.
- Staff recommended a separation of industry at Sugarloaf by removing charter and commercial operators from Sugarloaf because they are not actually consented.
- EDC discussed health and safety issues at Sugarloaf and it was asked if separation could happen on the site.
- Staff were instructed to examine separate options and come back to Council.
- The Deputy Chief Executive suggested four resolutions:
 1. Approves the continuation of the business case for Furey's Creek development as per the project plan presented to Council at 18 December 2013.

2. Endorses the staff recommendation to separate recreational fishing interests (except Te Kouma residents) from Sugarloaf.
3. Endorses the staff recommendation to remove commercial and charter operators from operating at Sugarloaf. EDC highlighted that we could face issues with Health and Safety when breaching our own consents and this could have the potential to have severe consequences for Council. Graham outlined the compliance issues may not sit with the Economic Development Committee
4. Endorses the staff recommendation to develop an enhanced Furey's Creek boat launching facility. This was amalgamated into resolution2.

Resolved

That the Economic Development Committee:

1. Receives the report.
2. Approves the continuation of the business case for Furey's Creek development as per the project plan presented to Council at 18 December 2013.
3. Endorses the staff recommendation to separate recreational fishing from aquaculture activities at Sugarloaf along with the recommendation to develop enhanced Furey's Creek boat launching facilities.
4. Endorses the staff recommendation to remove commercial and charter operators from operating at Sugarloaf.

Moved/Seconded By: French/Page

4 Economic Development Strategy and Work Programme

4.1 Economic Development Update

Staff presented a report of significant projects from the Economic Development Manager's perspective.

Key Discussion Points

- The report highlighted that the work programme is well underway and that there are many Economic Development initiatives being taken forward.
- The Committee was advised that Mercury Bay Business Association want to exit iSite contract by 30 June 2014.

Resolved

That the Economic Development Committee:

1. Receives the report.

Moved/Seconded By: French/Page

5 Reports

5.1 2014/2015 Economic Development Budgets

The Economic Development Committee was presented with 2014/2015 Economic Development Financial Budgets. These budgets were presented to the Economic Development Committee as information only.

Key Discussion Points

- Budgeting for transition of iSites to Destination Coromandel.
- Rally NZ Fund –The DCE advised that Targa has indicated interest to this event and a report on this will be brought to the next meeting.
 - It was noted that the finishing of the event is where the big spend is.
- The Committee requested staff to present the budgets as a regular feature on the Order Paper in align with the Chief Executive Officer report to Council.
- Staff were requested to provide Great Walks update at next Committee Meeting as part of the staff report.
- It was noted that the EDC was delegated to govern the major projects and deliver on budget.
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Resolved

That the Economic Development Committee:

1. Receives the report.

Moved/Seconded By: French/Page

5.2 Members' Reports

The Chairperson invites members to provide a brief verbal report on activities undertaken and meetings attended in the period since the last meeting.

Written reports and Minutes of meetings attended are presented below.

Key Discussion Points

- The Committee what asked what key skills and responsibilities the Economic Development Manager would require. It was noted the Coromandel is unique. Need to highlight preservation and heritage and get community attachment to it. Economic Development Manager needs to be an evangelist for vision and sustainability. Need to be an extrovert. Need to pitch for someone at a dynamic level. Need someone prepared to be out there.
- Committee members agreed to advise staff of their requirements for the new Economic Development Manager

Resolved

That the Economic Development Committee:

1. Receives the Members' Reports.

Moved/Seconded By: French/Page

Meeting Closed at 17:14

The foregoing Minutes were certified as being a true and correct record of the meeting of the Economic Development Committee held on 17 February 2014.

Chairperson _____ Date _____