

Report 00.457

15 June 2000

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Record of the Special Meeting of the Policy and Finance Subcommittee held in the Council Chamber, The Regional Council Centre, 142-146 Wakefield Street, Wellington on Tuesday, 15 June 2000 at 12.52pm

Matters for Council Decision are shown in bold type and enclosed in a box.
Matters for Information of Council are in italic type.

Present

Councillors Shields (Chairperson), Allen, Bonner, Buchanan, Gibson, Long, Macaskill, McDavitt, McQueen, Shaw, Thomas, Turver and Werry

Officers Present

Messrs Annakin, Benham, Darroch, Schollum, Stone, Wright and Drs Bradbury and Watson

Public Business

Procedural Items

P&FS/C 230 **Apologies**

Resolved

(Cr Shields/Cr Long)

That the apology from Councillor Laidlaw be confirmed.

P&FS/C 185 Public Participation

There were no members of the public who wished to participate in the meeting.

Matters for Consideration

P&FS/C 186 LTFS marketing 2000 - Review

Report 00.434

File: CC/1/1/4

Councillor Gibson tabled a previous communication dated 9 March 2000 about flood protection.

Members reviewed the LTFS marketing 2000 strategy and discussed the preferred direction of any future campaign.

It was agreed by the meeting that:

- a report be presented on the effectiveness of the recent publication strategy including detailed costs.
- officers should examine whether packaging could be improved to include a summary of benefits and completion dates for each constituency in future strategy publications.
- consideration should be given as to whether public meetings could be organised with territorial authorities or separately.
- ways of getting more political input into marketing should be considered.

Resolved

(Cr Shields/Cr Allen)

That the methods used in marketing the LTFS and the format used for the document, be noted, and that the Subcommittee has indicated its preferred direction for future such initiatives as suggested above.

P&FS/C 187 Strategic Communications Planning

Report 00.433

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Councillor Turver requested officers to urgently review the need for improving the Regional Council's profile and image in the community with new signage for its rivers and parks.

Resolved

(Cr Gibson/Cr Allen)

That the report be received and the contents noted, and a strategic review be implemented.

The meeting closed at 1.25pm.

Cr MARGARET SHIELDS
Chairperson

Date:

Policy and Finance Committee – 4 July 2000

To be moved:

<p>That the report of the meeting of the Policy and Finance Subcommittee held on 15 June 2000 Items P&FS/C 184 to P&FS/C 187 inclusive, be received.</p>
