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| **Project:** | **ELEVATE ŌTAKI** | |
| **Date:** | **Thursday 19 July 2018** | |
| **Location:** | **Land Matters meeting room** | |
| **Attendees:** | * **James Cootes (JC)** * **Josh Housiaux (JH) part** * **Mark Rudings (MR)** * **Hanna Wagner-Nicholls (HW)** | * **Angela Buswell (AB)** * **Heather Hutchings (HH)** * **Libby Hakaraia (LH)** | |
| **Apologies:** | * **Ian Carson (IC)** * **Chris Papps (CP)** | |

Apologies

* 1. Ian Carson
  2. Chris Papps

1. Resourcing
   1. JC gave an update on the resourcing which is to be provided by KCDC. The CE has provided an undertaking that this will be provided. There is currently vacancies in the Economic Development team (including Cheryl’s role) that they are working to fill. Vince Fallen had suggested that the group could hire their own staff if that was what is required.
2. Previous Meeting Minutes
   1. 5 June meeting – Minutes corrected to confirm that MR was in attendance.
   2. 21 June meeting – Recorded that HH attended the meeting. HH then moved that they be accepted and AB seconded this.
3. Business Advisor & Survey
   1. HH gave an update on this project work, confirming that the Chamber is happy to assist with the circulation of a survey. There was some discussion on the most up to date email distribution list and access to this. HH is to continue to work on this aiming to have the survey out towards the end of August. The survey will be reviewed by the group prior to circulation.
4. Greater Ōtaki 2020 Vision update – Adrian Gregory presentation review
   1. There was a brief review of the presentation by Adrian on his updated 2020 Vision report. It was agreed that this was very valuable with numerous insights that the group could build on. It was suggested that further review and summary become a separate project – LH, JH and MR agreed to meet, review and report back to the group. MR is away from 20 July to 11 Aug so happy for others to proceed. JC suggested that Adrian would be available if further clarification or discussion is required – but this would come at a cost.
5. Meeting Frequency
   1. It was agreed that we meet fortnightly to make gain momentum and make progress, alternating Thurs and Wed nights. SP tasked with confirming dates and calendar requests.
6. Brand
   1. JC provided an update on organizing a brand specialist to progress the Ōtaki brand. Discussion on best person for the job and conflicts of interest with previous experience. HH suggested it would be best is we wait for the review of the 2020 Vision report and MR agreed that that review would provide the building blocks to the brand discussion.
   2. AB stated that she had been through a similar process for her business and would send around her brand guidelines. AB suggested its best to go with your intuition as you know the business best – not consultants.
   3. HH to provide some recommendations as to the best person to assist.
   4. JC stated that this work could lead into a substantial piece of work and expressed the need to include community consultation. LH suggested including schools in the process and provide visual design/branding assistance to them which will provide good educational opportunity and positive community engagement.
7. Ōtaki Ambassadors
   1. The Ōtaki Ambassadors idea was again discussed as being a small team who can assist with community engagement and have a range of skill sets to promote Ōtaki generally. LH suggested that we all be ambassadors and that we nominate another two people each. AB said they could be given training and the ‘brand guidelines’ so a consistent message is conveyed.
8. Evaluation Matrix
   1. SP ran through the proposed evaluation matrix to provide for consistent and quantifiable decision making. It was agreed in principle to accept the matrix. LH asked about the evaluation criteria which comprise of the heads from our strategic objectives. JC and HH agreed to meet separately to discuss adoption of strategic plan.
9. Digital Communications
   1. JC provided confirmation that our admin function will be hosted on the KCDC website. This will include meeting minutes, reports etc.
   2. Ōtaki will also be added to the KCDC Kāpiti destination page. Discussion on Ōtaki being the Gateway to Wellington
10. Group Executive Assistant
    1. AB raised the suggestion again to hire someone for the group admin and action points. Person would need to have local knowledge and be available for after hours meetings. JC commented on the need to address any conflicts of interest in this regard.
11. Economic Impact Report update
    1. JC is going to follow up with Vince to see how far he has got in terms of NZTA funding this updated report.
12. Investment Brochure
    1. This work has been stalled as needed a copywriter. It was suggested that IC is the best person to undertake this work given his experience and he has been engaged. JC was going to confirm the total cost to produce this work which is due by end of Aug for review.
13. Pihia Masterplan Slides
    1. It was agreed there were a number of similarities but MR commented that there are probably a dozen towns doing the same thing – we need to be bolder, different and original.
14. General Business
    1. JC reiterated that all members are free to add to agenda or follow up with James at any time.
    2. LH asked about timing for the group and actions – JC stated that this was being completed by Vince.
    3. JC also raised the Ōtaki Mail article put it into context.
15. Next Meeting
    1. Wed 1st August 5pm at 20 Addington Road.

ACTIONS LIST:

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| **ACTION ITEM** | **RESPONSIBILITY** |
| 1. HH and AB to continue to work on business survey and business advisor assistance with aim of having the survey complete by end of Aug. | HH |
| 1. LH, JH and MR to meet, review and report back to the group on Adrian’s updated Vision 2020 report | LH, JH and MR |
| 1. SP to setup dates for fortnightly meetings and send calendar requests | SP |
| 1. AB to circulate her brand guidelines as an example for the group | AB |
| 1. HH to provide recommendations on branding consultant | HH |
| 1. JC and HH agreed to meet separately to discuss adoption of strategic plan. | JC/HH |
| 1. JC is going to follow up with Vince on NZTA funding of updated Economic Impact Report | JC |
| 1. JC to confirm total proposed cost of investment brochure | JC |