**Minutes Elevate Ōtaki**

**19 April 2018 5pm**

**Gertrude Atmore Supper Room, Memorial Hall, Main Street, Otaki**

**Present: James, Josh, Sam, Angela, Mark, Hannah, Libby, Ian (arrived later)**

1. **Welcome and apologies**

Ian for lateness, Chris Papps, Cheryl.

1. **Minutes and actions from the last meeting (15 March 2018)**

Draft Conflicts of Interest was circulated.

The minutes were recorded as a true and accurate record, moved by XXX , seconded by XXX

1. **Energise Otaki Presentation.**

It was noted that Energise Otaki was invited to present to Elevate Otaki regarding what they do.

Leigh and Lloyd gave a presentation on Energise Otaki, projects etc. Elevate Otaki members asked a number of questions and also any opportunities that might exist to partner with Energise Otaki.

1. **SWOT analysis – results**

These were circulated via email by Heather.

1. **Timelines, funding including FY2017-18**

Timeline has been provided by KCDC for the PP2O project.

NZTA Funding is $30k per year for 5 years as per email 16th March 2018.

1. **Ōtaki economic data presentation, and discussion on sections for business attraction brochure**

Item number 6 was not considered due to staff un-availability.

1. **Communications strategy**

It was noted that we needed to have something to communicate. Once we have defined the Strategy then we need to look at how to best communicate that.

1. **Any other Business**
   1. [www.kapiticoastnz.com](http://www.kapiticoastnz.com) now live
   2. General discussion

**Mark Ruding.**

Attended KCDC Tourism Event.

50-60 people with a good mix of people/groups.

Good networking event.

Sarah Todd spoke and released the new [www.kapiticoastnz.com](http://www.kapiticoastnz.com) website.   
Mood was that generally everyone was pretty happy.

**Sam Pritchard.**

Suggested some power sessions every couple of weeks or as needed to get more done. It was agreed the first would be on the 2nd of May 2018. Power Session to thrash out the “Strategy”. Then next session “ideas”.

Questions around how we attract ideas. Used American Idol panel/evaluation as an example asking for Expressions of Interest for groups or people to pitch their ideas for the Elevate Otaki to consider.

Similar format to what we did with Social Investment?

**General discussion.**

Businesses will be thinking what can Elevate Otaki or Council “do”? Whereas they should also be looking at what they (businesses) can do. Ange used examples like marketing databases etc. Could Elevate Otaki fund a contractor to run a workshop for businesses or provide assistance to businesses around doing these types of initiatives? A contractor going into businesses offering advice, database, checklists etc. Help businesses know how to market themselves.

Promote Otaki the BRAND. Not a re-brand but BRAND what we have. YouTube videos, Instagram competitions could also be used to do this.

Survey businesses to get their feedback.

1. **Dates of meetings 2018**

17 May – Otaki Surf Club?

21 June – Pritchard Meeting Room 20 Addington Rd Otaki.

19 July - Supper Room

16 August - ~~Supper Room~~ Ana Carum? James to check TBC

20 September - Otaki Maori Racing Club (racecourse) confirmed. Just need to organise access.

18 October - Supper Room

15 November - Supper Room