**Elevate Ōtaki Minutes – 16 August 2018**

Apologies; Heather Hutchings, Josh Housiaux, Libby Hakaraia, Christine Papps

Attendees; James Cootes, Angels Buswell, Hanna Wagner-Nicolls, Ian Carson, Mark Rudding

Minutes of the last meeting moved by Hanna, Seconded by Mark

Agenda Item 3

EO members must all return the Conflict of Interest forms

Agenda Item 4

* Review Ōtaki Brochure- Ian to follow up on this
* A few changes needed before print. Members to email changes to Ian.
* Quotes provided.
* Distribute to Real Estates, School and I site?

Agenda Item 5

* Evaluation Matrix not needed for any actions/projects already underway

Agenda Item 6

* Digital Promotion of Ōtaki
* Telling Success Stories of Otaki-Ogo
* Promoting all aspects of Ōtaki, Business, leisure, lifestyle
* Concerns around the updating of the info, Hosting and Stewardship
  + Great model to look at is the Jackson Street programme
  + Ian to progress destination NZ website?

Agenda Item 7

* Ōtaki SH1 Revocation - Brief discussion around the meeting and that KCDC staff have assured James there will be ample opportunity to plan for revocation.

Agenda Item 8

* Ōtaki Ambassadors. This discussion was deferred due to lack of time.

Agenda Item 9 – Other Business

* Reminder to contact Samara if you need anything for this group.
* Power session on Strategic Document with Heather and James- add to Forward agenda

**Matters under action;**

**Updating the Economic report (Copeland Brown Report)**

* Clarification around what do we need or want in a report?
* Refresh of the Copeland Brown report with the learnings from M2PP
* True cost of report as staff had previously said it would be around $9000, NZTA pushed back on funding a refresh of the report.
* Gather data on where Ōtaki strengths are and where we should focus.
* Invite Vince Fallon to talk to us about a report to gather information.
* James to follow up with Ulvi regarding other reports in other districts; Taupo, Tirau, Whangarai

**Branding/Review and summary of the 2020 vision**

* Libby, Josh and Mark meet to go over this doc
* Identified less value in a brand
* This 2020 document is of great value to the group and Ōtaki (Greater Ōtaki Vision)
* Projects and action point need to be to be identified to satisfy the vision
* Many things have happened in Ōtaki or evolved in lined with this vision already, organically rather than via strategy.
* Add to forward agenda- Brand Discussion.

**Business Survey**

* Angela and Heather have meet and discussed what they would like to learn from business owners about their own readiness for the Expressway.
* Action from this is to set a date and they will talk start with the retail stores on SH1 railway area.

**Branding**

* Briefs for PR experts to come and present to us what they can do for the group. Also gather quotes for the work.
* Fraser Carson can help with the guide lines or brief for this work.
* Must have transparency around any quotes i.e. Fraser is Ian’s brother.