**Elevate Ōtaki Minutes – 13 September 2018**

Attendees: James Cootes, Angela Buswell, Ian Carson, Mark Rudding, Heather Hutchings and Christine Papps

Apologies: Josh Housiaux, Libby Hakaraia, Hanna Wagner-Nicolls

Minutes: To be carried over to the next meeting.

**Action: Samara to put 16 August minutes in dropbox - COMPLETED**

Under Action:

1. Iwi welcome outstanding
2. No of copies – 500 agreed
3. Printing for 500 pages
	1. Printing.com $1387
	2. Otaki Print $1680
	3. Spectra $887
	4. Tim Pearce $925
	5. The group agreed to go with Tim and to check the proof prior by designer
	6. **ACTION – Ian to coordinate**
4. Web page – Should be live up next week and all agenda’s, minutes and reports should be put up.
5. Destination site – KapitiNZ.com
	1. Discussion on stand-alone suite on Destination site
	2. Where does content come from?
	3. **ACTION: James Cootes to do screen shots of web mockup to circulate**
	4. Destination Site – Attractions
	5. Council parameters for what we can have
6. Economic Impact Study
	1. James Cootes has followed up with Vince
	2. NZTA said no to funding report
	3. Cost more likely to be $25-30k but don’t know
	4. **ACTION: James Cootes to update group on discussion on refresh with CE and Sean Mallon**
7. Business Advisor
	1. **ACTION: Heather Hutchings and Angela Buswell to progress**
8. Review and Summary of 2020 vision and report
	1. **ACTION: Mark Rudings to add to agenda for next meeting – Libby Hakaraia and Joshua Housiaux to be present.**
9. **ACTION: James Cootes to upload audio file from Fraser’s presentation**
10. Review of Fraser’s slides
	1. Overview of strategy
	2. Mark Rudings – feedback not positive to brand and strategy
	3. Use ‘identity’ instead of brand
	4. Provide brief to consultants
	5. **ACTION: James Cootes to circulate Fraser’s brief**
		1. Messages
		2. Targets
		3. Timing
		4. Channels
		5. Resources
	6. Agree to have comments back on brief by Monday
	7. Agree that brand is project
	8. Ian noted conflict with Flight deck
	9. ‘Otaki Identity’ not Brand
	10. **ACTION: James Cootes - Brief for Eden Design work for Kapiti brand – 10 get copy**
11. Community Expo
	1. Front that as Elevate Otaki??
	2. Volunteers to attend
	3. What you love about Ōtaki

Next meeting – Wednesday 26 September 2018 5pm.

**OTAKI IDENTITY BRIEF**

Vision To Elevate Ōtaki – Belong, have fun – grow live play

Mission To enable bustling/thriving enhanced community By promoting building business confidence and advocating for our community

Who is this for?

Residents – feel elevated/elated by the identity – being put up/out widely

1. Developing with us our identity
2. Delivering