**Minutes Elevate Ōtaki**

**22 February 2018 5pm**

**Ōtaki Surf Lifesaving Club, Marine Parade, Ōtaki Beach**

1. Welcome and apologies. *Chris Papps. Cheryl Paget (sick)*

*Present: James, Ian, Hanna, Sam, Josh, Mark, Ange, Heather.*

1. Minutes and actions from the last meeting (16 November) *Approved.*
2. Discussion of the planning meeting (held 22 November) and SWOT analysis *Heather to email group about vision etc. Group to come prepared at the next meeting. DONE*
3. Terms of Reference

*Terms of Reference were discussed, amended at the meeting and agreed upon. James to circulate prior to next EO meeting. DONE moved by Sam, 2nd by Ange*

1. Timelines, fund allocation 2-5 years

James to confirm the timelines and fund allocations. Eg: Yr1 $80k Yr2 $80k etc etc.

1. Any other Business
   1. Cycle map *To be circulated at the EO meeting on the 15th March.*
   2. Business attraction and data *Cheryl to discuss at the EO meeting on the 15th March.*
   3. General discussion

*Discussed concerns from SH1 Market.*

*Communication Strategy? – learn from KEDLG experience.*

*– How will people know what we are doing?*

*– Publish updates in the Otaki Mail I checked and we can.*

*Discussion around marketing approaches, channels etc.*

*Update on the Northern and Southern Gateway and the Shared Pathway.*

*How do people contact the group/group members? Elevate Otaki email?*

*Chamber and KCDC Comms can assist in circulating EO comms.*

*Can Sarah brief the group on the KCDC Tourism Website?*

*Airport open day – information about Otaki at the open day. DONE*

1. Dates of meetings 2018

15 March – Supper Room

19 April - Supper Room

17 May - TBA

21 June – TBA *Pritchard Meeting Room*

19 July - Supper Room

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

20 September - ~~Supper Room~~ *Otaki Maori Racing Club (racecourse) James to check TBC*

18 October - Supper Room

15 November - Supper Room