**Minutes Elevate Ōtaki**

**15 March 2018 2015**

**Gertrude Atmore Supper Room, Memorial Hall, Main St, Ōtaki**

**PRESENT:** Chris, Angela, Heather, Mark, Ian, James, Sam Hanna, Sarah Todd, Cheryl Paget (notes)

1. **Welcome and apologies**

Apologies from Josh and Libby

Sarah Todd was welcomed to the meeting when she arrived, and she updated the group on her role at Council as Economic Development Manager.

1. **Minutes and actions from the last meeting (22 February)**

The minutes were accepted as a correct record, moved by Angela, seconded by Heather.

1. **SWOT analysis and values**

Heather led the group through a workshop on values and Ōtaki’s strengths, weaknesses and threats.

**ACTION: Heather to type up the responses and circulate to the group.**

1. **Timelines, fund allocation 2-5 years**

Item deferred to next meeting.

1. **Any other Business**
	1. **Cycle, walk and bridleway maps**

Cheryl circulated the map and explained it was developed to encourage locals to use the trails and to attract visitors. Please provide feedback on improvements or new routes as the map will be revised over the coming months.

* 1. **Business attraction and data**

Cheryl showed the group examples of brochures council has produced to attract businesses to Kāpiti, and asked if the group would be interested in developing something similar specifically for Ōtaki.

**ACTION: Cheryl to present on recent Ōtaki data at the next meeting, which will help the group decide what information the brochure could contain, and circulate the examples of brochures completed.**

**NB Examples of the Economic Update and the tech business attraction brochure are in the dropbox** [**https://www.dropbox.com/home/Elevate%20%C5%8Ctaki**](https://www.dropbox.com/home/Elevate%20%C5%8Ctaki)

* 1. **Economic Development website**

Sarah updated the meeting on the new economic development website for Kāpiti to be launched in April which will be visitor and business attraction for the whole district. Ōtaki content was discussed, and whether a website for Elevate Ōtaki is required. Sarah advised the group to look at the website when it is launched and see if a separate website is needed.

* 1. **General discussion**

James advised that the Council, Chamber and local MPs are working with operators to find an alternative operator to use Kāpiti airport after Air New Zealand’s announcement to cease flights from the airport.

James is still making contact with the agent for the landowner who has several properties in Ōtaki SH1 in order to meet next time he is here.

The group discussed creating a conflicts of interest register and decided to do this.

Communications strategy – still needs to be developed, this can come from the SWOT analysis done today. This will be an agenda item at the next meeting.

**ACTION: Cheryl to bring to the next meeting a conflicts register.**

Meeting closed 7.10pm