

CHRISTCHURCH CITY COUNCIL

NOTES OF A SEMINAR MEETING OF THE COUNCIL

Held in the Council Chamber, Civic Offices
on Tuesday 12 December 2006 at 1.30pm

- PRESENT:** Councillor Bob Shearing (Chairperson),
Councillors Sally Buck, David Cox, Carole Evans,
Pat Harrow, Bob Parker, Gail Sheriff and Sue Wells.
- IN ATTENDANCE:** Claudia Reid (Chair, Lyttelton/Mt Herbert Community
Board) and Steve Lowndes (Deputy Chair,
Akaroa/Wairewa Community Board).
- APOLOGIES:** Apologies for absence were received and accepted from
Councillors Helen Broughton, Anna Crighton
(indisposed), Barry Corbett (indisposed) and
Norm Withers.
- Apologies for lateness were received from Councillor
Pat Harrow and Gail Sheriff who arrived at 1.55pm.
- An apology for early departure was received from
Councillor Sally Buck who left at 2.05pm.

| | ACTION |
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| <p>1. VISITOR STRATEGY</p> <p>Elizabeth Pearson (Policy and Planning Analyst), in her enthusiastic manner, and Professor David Simmons (Technical Adviser to the Strategy Steering Group) spoke to a PowerPoint presentation (copy on file).</p> <p>The presentation, questions and answers resulting therefrom covered the following:</p> <p>Recap:</p> <p>Why a Visitor Strategy?</p> <p>Consultation Process</p> <p>Feedback from Consultation</p> <p>Changes made to the document</p> <p>eg reference to “The Garden City” in Vision</p> | |

| | ACTION |
|---|---------------|
| <p>The Implementation Plan</p> <ul style="list-style-type: none">• Criteria for assessing priority• Strategy midpoint 2011 (coincides with Rugby World Cup)• High priority projects• Additional funding• Domestic repositioning• Four seasons approach• Expected outcomes• Australia marketing <p>Governance</p> <ul style="list-style-type: none">• The Council's role in tourism• Proposed structure <p>The Next Steps</p> <p>Points raised during the discussion included:</p> <ul style="list-style-type: none">• Concentration on central city• Accommodation statistics in relationship with occupancy rates of venues – Commercial Accommodation Monitor• Banks Peninsula is part of the Christchurch City Council governance area• Linkages between strategies? – cross references required (eg events strategy and visitor strategy)• Seminar for charging at facilities• Rotorua and Wellington are marketing directly to Australia• A South Island campaign to Australia under 2007• Opportunities to “grasp a coat tail?”• Further consideration required of recommended governance structure. | |

The meeting concluded at 3.15pm.