



Minutes

of the

Economic Development Committee

Ordinary Meeting

Date	20 May 2014
Venue	Council Chamber 515 Mackay Street Thames

Present

B Page (Chairperson)	PL French RN Renton L Hopper G Christian Mayor Glenn Leach
----------------------	------------------------------------------------------------------------

In Attendance

Name	Item(s)
Ben Day (Deputy Chief Executive)	All Items
Debra Bromley (EA to Mayor and Deputy Chief Executive)	All Items

Meeting Commenced	1.03pm
-------------------	--------

Table of Contents

Item Business	Page No.
1 Meeting Conduct	3
1.1 Apologies	3
1.2 Public Forum	3
1.3 Items not on the Agenda	3
1.4 Conflict of Interest	3
1.5 Economic Development Committee Minutes for Confirmation	3
2 Service Level Agreements and Review	4
2.1 Destination Coromandel - Service Level Agreement 2014/15 for Whitianga Information Centre	4
2.2 Information Centre Service Level Agreements 2014/15 - Draft Agreements	4
2.3 Service Level Reports 6 months to 31 December 2013 - Destination Coromandel	5
3 Major Projects Review	5
3.1 Guru Digital Media	5
3.2 Waikato Business Innovation presentation	5
4 Economic Development Strategy and Work Programme	6
4.1 Business Friendly Guidelines	6
4.2 Cover Report for Economic Development Committee submission to Proposed District Plan	7
4.3 Economic Development Committee 2014/15 Business Grants Report	7
4.4 Major Events Sponsorship 2014	8
5 Reports	9
5.1 May 2014 - Coromandel Economic Snapshot Report	9
5.2 Members' Reports	9
6 Public Excluded	10

1 Meeting Conduct

1.1 Apologies

Noted that Mayor Glenn Leach would be late.

Resolved

That the Economic Development Committee:

1. Receives the apology for lateness from Mayor Glenn Leach

Name	Reason	From
Mayor Glenn Leach	Lateness	arrived at 13.15pm

Moved/Seconded By: French/Page

1.2 Public Forum

There were no speaker at the Public Forum.

1.3 Items not on the Agenda

There were no items not on the agenda.

1.4 Conflict of Interest

There were no conflict of interest.

1.5 Economic Development Committee Minutes for Confirmation

Minutes of the Economic Development meetings were presented for confirmation.

Resolved

That the Economic Development Committee:

1. Confirms the following Minutes:
Economic Development Committee Minutes - 17 February 2014

Moved/Seconded By: Christian/French

2 Service Level Agreements and Review

2.1 Destination Coromandel - Service Level Agreement 2014/15 for Whitianga Information Centre

The Committee were asked to approve a Service Level Agreement between Thames-Coromandel District Council and Destination Coromandel to operate a Visitor Information Centre at Whitianga

Key Discussion Points

- Typos were identified within this Funding Agreement - namely
 - 1.1 Definitions - Termination date means 30 June 2018 (not 2015)
 - 3.2 The funding sum will be paid to DC in three equal part payments on...

Resolved

That the Economic Development Committee:

1. Receives the report.
2. Approves the Destination Coromandel SLA to operate the Whitianga Visitor Information Centre.
3. Endorses the Council's approach to 'district fund' two key Visitor Information Centres at Whitianga and Thames and for them to be operated by Destination Coromandel by 1 July 2014 and 1 July 2015 respectively.
4. Endorses the Council's approach to 'locally fund' Visitor Information Centres at Tairua, Whangamata, Coromandel Town and Pauanui from 1 July 2015.

Moved/Seconded By: Leach/Hopper

2.2 Information Centre Service Level Agreements 2014/15 - Draft Agreements

The Committee to approve the 2014-15 Service Level Agreements for the funding of the Visitor Information Centres (VIC) at Thames, Coromandel Town, Pauanui and Tairua.

Key Discussion Points

- Discussion around the fact that these are not just Information Centres but rather a Community Hub and provide a raft of services and involvement in local events.
- It was confirmed that the TCDC Legal representative had looked at these Service Level Agreements.

Resolved

That the Economic Development Committee:

1. Receives the report.
2. Approves for staff signing, the SLA's for the Thames, Tairua, Pauanui, and Coromandel Town Visitor Information Centres for the 2014-15 Financial Year

Moved/Seconded By: Renton/French

2.3 Service Level Reports 6 months to 31 December 2013 - Destination Coromandel

The Staff presented the Economic Development Committee with the 6 monthly reports from Destination Coromandel.

Key Discussion Points

- Attachment A was tabled at the 17 February 2014 EDC Meeting, but Attachments B & C did not make up part of this initial report

Resolved

That the Economic Development Committee:

1. Receives the report.

Moved/Seconded By: Leach/Hopper

3 Major Projects Review

3.1 Guru Digital Media

Sean Cuttriss from Guru Digital Media made a presentation to the Economic Development Committee.

Guru Digital Media were the recipients of the 2013/14 Business Grant which was used to fit out new premises at the old Placemakers site; a new office environment was required due to significant increases in staff numbers as Guru Digital Media secured significant private and public sector contracts across New Zealand.

Key Discussion Points

- As per presentation attached to these minutes (ECM Doc Set 3418852)
- It was discussed how current internet speed in the area is a disadvantage for business to locate to our area.

Resolved

That the Economic Development Committee:

1. Receives the report/presentation

Moved/Seconded By: French/Hopper

3.2 Waikato Business Innovation presentation

Peter Davey (Business Advisor) of Waikato Business Innovation made a presentation to the Economic Development Committee Meeting.

The Thames-Coromandel Economic Development Strategy and Action Plan has outlined the need to establish a working relationship with the Waikato Innovation Park and the Callaghan Institute.

Key Discussion Points

- As per power point presentation provided on the day (ECM Doc Set 3418865) and handout (ECM Doc Set 3420401)

Resolved

That the Economic Development Committee:

1. Receives the report/presentation

Moved/Seconded By: Renton/Hopper

4 Economic Development Strategy and Work Programme

4.1 Business Friendly Guidelines

To adopt the LGNZ Business Friendly Principles and to seek direction from the Economic Development Committee about how the guidelines should or could be implemented at TCDC.

Key Discussion Points

- There was discussion around how TCDC could use this report to improve existing interaction. EDC should be concerned of where Council is falling short of the 6 key principles.
 - Principle One - Foster excellent relationships and partnerships
 - Principle Two - Context matters - identify local challenges and local business needs
 - Principle Three - Provide certainty and clarity for business decision-making
 - Principle Four - Every interaction with business counts
 - Principle Five - Be proactive and look for opportunities
 - Principle Six - Respond rapidly and flexibly after major disruptions to business
 - This report could be useful for the new Economic Development Manager Role as it has a business friendly council focus.

Resolved

That the Economic Development Committee:

1. Receives the report.

Moved/Seconded By: Christian/French

2. Endorses the LGNZ Business Friendly Principles and Guidelines

Moved/Seconded By: Christian/French

3. Request staff to come back to EDC with feedback on guidelines and principles, particularly Case Study 7 - Hamilton City Council application of the 3 level process.

Moved/Seconded By: French/Hopper

4. Once Economic Development Manager role is finalised and appointed they are charged with developing a prioritised work programme to ensure that LGNZ's 6 Business Friendly guidelines are implemented in accordance with EDC KPI achievement.

Moved/Seconded By: Hopper/Page

4.2 Cover Report for Economic Development Committee submission to Proposed District Plan

To retrospectively approve the EDC's submission to the TCDC notified Draft District Plan.

Key Discussion Points

- Further submission can be made. The time line for this is 30th May to 16th June 2014.
- The initial EDC submission was general enough to allow a further broad submission.
- Hopper, Page will work with staff to develop further content to the submission.

Resolved

That the Economic Development Committee:

1. Receives the report.

Moved/Seconded By: Renton/Page

2. Retrospectively approves the Economic Development Committee submission to the TCDC Draft District Plan.

Moved/Seconded By: Page/Hopper

4.3 Economic Development Committee 2014/15 Business Grants Report

The Economic Development Committee was provided with the background to the 2013/14 Business Growth Fund and to establish the process for awarding the Business Growth Fund for the 2014/15 financial year, including improvements to the administration of the process.

Key Discussion Points

- Discussion was had about the need to communicate to those unsuccessful applicants, so that they can take feedback on board to assist in future funding applications.
- Discussed the need for financial reports from applicants. The idea would be to get a report from accountant/bank to endorse their fiscal viability rather than a detailed set of accounts.
- Questions were asked about Weightings of categories?? Matrix is only one of the tools be used not the be all and end all. What benefit does matrix have??
- It was recommended that staff did some more work on the weighting index. Maybe highlight that the Matrix is only ONE tool. Use Matrix as shortlisting tool.

Resolved

That the Economic Development Committee:

1. Receives the report.
1. Endorses the "fund purpose" and "application criteria" for the 2014/15 Business Growth Fund
2. Endorses the "quality of information" criteria required to submit a grant application for the 2014/15 Business Growth Fund
3. Endorses the application process for the 2014/15 Business Growth Fund
4. Endorses criteria's and application process as outlined in the 2014/2015 Business Growth Fund with the addition of Health and Education to the 2014/2015 criteria

Moved/Seconded By: Hopper/Renton

4.4 Major Events Sponsorship 2014

The Committee were asked to approve the Major Events Sponsorship Application Process for the 2014/15 Financial Year.

Key Discussion Points

- Discussed the timing of events and also the quality of events and who they draw to our region.
- Discussed the Lead Foot Event and how TCDC will assist in resourcing this event via administration channels.
- Private Companies being excluded from any assistance may challenge.
- Report from 2013/14 recipients to come back to EDC
- 2014/15 Applications to be brought to EDC for decision
- Already received application from 3 parties
- Ensure DC is part of assessment as they are part of marketing strategy
- Garry Towler outlined the TCDC input into the Beachhop and how TCDC were on board as a major sponsor. Looked after the event in terms of consents etc.
- Discussed the ongoing commitment to events so that they don't fall over in subsequent years after receiving initial funding.
- Discussed possible funding to ensure a long term commitment to the region and keeping the event here rather than losing it to another region.
- There is a strong need to keep events here and acknowledge work done by some of the more established and embedded events in our region.

Resolved

That the Economic Development Committee

1. Economic Development Committee receives the report and endorses two major events sponsorship funds of \$50,000 each, to be allocated in two tranches, being July 2014 and October 2014.

Moved/Seconded by: Hopper/Renton

2. Economic Development Committee asked staff to prepare a report to endorse Graeme (Noddy) Watts for a civic award for his contribution to Economic Development.

Moved/Seconded by: Page/French

5 Reports

5.1 May 2014 - Coromandel Economic Snapshot Report

Economic Development Committee were briefed on the status of the Coromandel economy using several sources of information, including the Council's subscription to Infometrics products, the economic profiling done as part of the 2015 Long Term Plan project and from our own data with regards to consents.

Key Discussion Points

- Garry outlined the report (Doc Set 3419864) . This information from Infometrics has only just recently been available and is very useful.
- Further discussion centred around the use of this data to various organisations or industries. This type of information can also endorse some decision making.
- Staff to dropbox this information to EDC Members.

Resolved

That the Economic Development Committee:

1. Receives the report.

Moved/Seconded By: French/Leach

5.2 Members' Reports

The Chairperson invites members to provide a brief verbal report on activities undertaken and meetings attended in the period since the last meeting.

Written reports and Minutes of meetings attended are presented below.

Other Business:

The work done by Mayor Dale Williams in Otorohanga was discussed and retaining young people in rural areas. It was highlighted the need to keep and grow our young ones. Iwi settlements in the future will/may create new jobs. How to customerise Mayor Dale's model for TCDC?? Wintec already working down this path. Marlene Perry is the staff member to look at this initiative.

Staff said that 32 Economic Development Manager applications have been received but could discount 80% of them. Staff to look at them in detail. 2 or 3 to interview.

Giblin Group been approached to talk about the Walks. Success rate is very good. Meeting with them on 6th June 2014.

6 Public Excluded

Resolution to Exclude the Public

Section 48, Local Government Official Information and Meetings Act 1987.

Recommendation

That the public:

1. Be excluded from the following parts of the proceedings of this meeting namely:

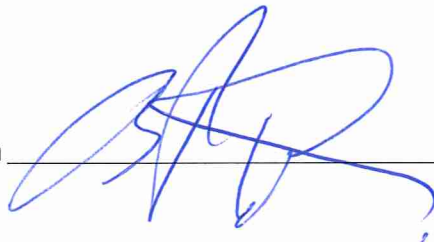
Item	Business
6.1	Business Grants Report 2013-14 applications and scoring

<i>General Subject of each matter to be considered</i>	<i>Reason for passing this Resolution in Relation to Each Matter</i>	<i>Ground(s) Under Section 48(1) for the Passing of the Resolution</i>
Business Growth Fund 2013/14 applications and scoring	7(2)(b)(ii) – Protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information. (7)(2)(j) – Prevent disclosure or use of official information for improper gain or improper advantage. Ground(s) Under Section 48(1) for the Passing of the Resolution	(48)(1)(a)(i) – That the public conduct of the whole or the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist. Where the local authority is named or specified in the First Schedule to this Act, under section 6 or section 7 (except section 7(2)(f)(i) of this Act.

Meeting Closed at 16:15

The foregoing Minutes were certified as being a true and correct record of the meeting of the Economic Development Committee held on 20 May 2014.

Chairperson



Date

18.7.14