



**I, Steven May, Chief Executive Officer, hereby give notice that
an Economic Development Committee Meeting will be held on:**

Date: Tuesday, 4 December 2018
Time: 1.30pm
Location: Council Chamber, Wairoa District Council,
Coronation Square, Wairoa

AGENDA

Economic Development Committee Meeting

4 December 2018

The agenda and associated papers are also available on our website: www.wairoadc.govt.nz

For further information please contact us 06 838 7309 or by email info@wairoadc.govt.nz

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- 1 KARAKIA**
- 2 APOLOGIES FOR ABSENCE**
- 3 DECLARATIONS OF CONFLICT OF INTEREST**
- 4 CHAIRPERSON'S ANNOUNCEMENTS**
- 5 LATE ITEMS OF URGENT BUSINESS**
- 6 PUBLIC PARTICIPATION**

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 14.14 requests to speak must be made to the meeting secretary at least one clear day before the meeting; however this requirement may be waived by the Chairperson.

7 MINUTES OF THE PREVIOUS MEETING

Ordinary Meeting - 23 October 2018

**MINUTES OF WAIROA DISTRICT COUNCIL
ECONOMIC DEVELOPMENT COMMITTEE MEETING
HELD AT THE COUNCIL CHAMBER, WAIROA DISTRICT COUNCIL, CORONATION SQUARE, WAIROA
ON TUESDAY, 23 OCTOBER 2018 AT 1.36PM**

PRESENT: His Worship the Mayor Craig Little (Mayor), Cr Denise Eaglesome-Karekare (Deputy Mayor), Ms Whaiora Maindonald

IN ATTENDANCE: K Tipuna (Economic Development & Engagement Manager), G Waikawa (Governance Administrator), D Caves

1 KARAKIA

Karakia was given by K Tipuna.

2 APOLOGIES FOR ABSENCE

APOLOGIES

COMMITTEE RESOLUTION 2018/32

Moved: His Worship the Mayor Craig Little

Seconded: Ms Whaiora Maindonald

That the apologies received from Cr M Johansen, A Thomas and S May be accepted and leave of absence granted.

CARRIED

3 DECLARATION OF CONFLICT OF INTEREST

None

4 CHAIRPERSON'S ANNOUNCEMENTS

None

5 LATE ITEMS OF URGENT BUSINESS

None

6 PUBLIC PARTICIPATION

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 14.14 requests to speak must be made to the meeting secretary at least one clear day before the meeting; however this requirement may be waived by the Chairperson.

7 MINUTES OF THE PREVIOUS MEETING

COMMITTEE RESOLUTION 2018/33

Moved: Ms Whaiora Maindonald

Seconded: Cr Denise Eaglesome-Karekare

That the minutes of the Ordinary Meeting held on 31 July 2018 be confirmed.

CARRIED

- Hold an Extraordinary Meeting in November 2018 to discuss an update on CBD project.

8 GENERAL ITEMS

8.1 UPDATE FROM THE ECONOMIC DEVELOPMENT & ENGAGEMENT MANAGER

COMMITTEE RESOLUTION 2018/34

Moved: Cr Denise Eaglesome-Karekare

Seconded: His Worship the Mayor Craig Little

That the Economic Development Committee receive the Economic Development Update Report as at 11 August 2018

CARRIED

8.2 UPDATE FROM THE CHAIR OF TE MATARAE O TE WAIROA TRUST

COMMITTEE RESOLUTION 2018/35

Moved: Ms Whaiora Maindonald

Seconded: His Worship the Mayor Craig Little

That Economic Development Committee receive the report on the Trust's recent activities.

CARRIED

Gaiety Theatre – The Chief Executive has initiated a review of the facility to continue review operations around budget and meeting requirements of ratepayers.

The Meeting closed at 2.45 with a karakia by K Tipuna

The minutes of this meeting were confirmed at the Economic Development Committee Meeting held on 4 December 2018.

.....
CHAIRPERSON

8 GENERAL ITEMS

8.1 UPDATE FROM THE ECONOMIC DEVELOPMENT & ENGAGEMENT MANAGER

Author: Kitea Tipuna, Economic Development & Engagement Manager

Authoriser: Steven May, Chief Executive Officer

Appendices: 1. GIAIETY THEATRE REPORT TO COUNCIL - 27 NOVEMBER 2018 [↓](#)

1. PURPOSE

- 1.1 This report provides information for the Economic Development Committee on Council and community activities. No decisions are required by the Economic Development Committee at this stage.

RECOMMENDATION

The Economic Development & Engagement Manager RECOMMENDS that the Economic Development Committee receive the Economic Development Update Report as at 26 November 2018

SUMMARY OF ACTIVITIES

2. VISITOR ENQUIRIES THROUGH THE WAIROA VISITOR INFORMATION CENTRE (I-SITE)

This report will now track visitor enquiries through the Wairoa Visitor Information Centre (Wairoa i-Site) as a matter of interest for members of the Economic Development Committee with comparisons to the same month this time last year. The purpose of this level of reporting is to demonstrate increased visitor enquiries through the i-Site and clearly shows an increase compared to this time last year.

Table 1: Wairoa i-Site visitor enquiries for September and October 2018

Month	Local	Domestic	International	Total	Rocket
Sept 18	926	286	122	1,334	34
Oct 18	986	403	212	1,601	56

Table 2: Wairoa i-Site visitor enquiries for September and October 2017

Month	Local	Domestic	International	Total	Rocket
Sept 17	988	219	124	1,331	30
Oct 17	939	320	155	1,414	54

3. AUT APP LAB

The second tranche (two week block course) of the AUT App Lab took place between 19 November to 30 November. Local MP Meka Whaitiri also visited to be briefed about the programme and was taken through to speak to facilitators and to participants. As part of this

activity, a group of participants also travelled to AUT in Auckland to complete the programme. AUT kindly offered to accommodate and host the group. Council also wishes to acknowledge QRS who supported travel for the group.

The AUT App Lab project will see locals having their own stories published on mobile apps by December this year as part of a nil-fee digital app course delivered in Wairoa by AUT University. The project will see the development of an overarching strategy called 'Destination Wairoa' which will seek to showcase Wairoa stories told by locals.

The initiative is a collaboration with AUT University's Digital AppLab, Wairoa District Council and members of the Wairoa Community. Director of the AUT Digital AppLab Hohepa Spooner, who has links to Raupunga, once again brought all the resources and equipment to Wairoa from Auckland so the students can have the resources to learn a new skill.

4. GAIETY THEATRE

An update to the operations of the Gaiety Theatre was tabled as a report at an Ordinary Council meeting on the 27th of November. This report is attached.

5. TOURISM INFRASTRUCTURE FUND (FUNDING ROUND TWO)

Funding agreements from the Ministry of Business, Innovation and Employment have been received. The funding agreement for the Feasibility Study project looking at tourism infrastructure requirements for Mahia, Nuhaka, Whakaki and Iwitea, which has a value in external government funding of \$60,000, has been signed and a project plan is currently underway. The feasibility study is expected to be completed by May 1, 2019.

The funding agreement for the second grant from the Tourism Infrastructure Fund with a value in external government funding of \$85,000 has not yet been signed as relevant partners need to be consulted. The project proposes to enhance the Pilot Hill Freedom Camping area.

The Ministry of Business Innovation and Employment will be holding information sessions to discuss the Tourism Infrastructure Fund (TIF). They will provide an update on the TIF ahead of the opening of TIF Round 3. This will be an opportunity to find out more about the Fund, the criteria, what sorts of projects might qualify and how to apply for funding. For more information <http://www.mbie.govt.nz/info-services/sectors-industries/tourism/tourism-infrastructure-fund>.

The audience for these information sessions are council staff who are likely to be involved in preparing applications for the new Fund. Wairoa District Council will attend the information session in Napier on the 29th of November.

6. PROVINCIAL GROWTH FUND

This section will update the committee on any relevant information about the Provincial Growth Fund process and associated projects.

- **Youth in Employment – The Wairoa Job Shop**



LIFT Social Enterprise (LIFT) has been engaged by Wairoa Community Partnerships Group to deliver the Wairoa Job Shop over 2018/19. The Job Shop creates the opportunity for employers and unemployed young people looking for work to connect with each other. The initiative is targeting 25 employment outcomes over a 12-month period. LIFT is working directly with Te Matauae O Te Wairoa Trust to deliver the services for the end-of-month Job Shop event and resources are being allocated

appropriately. The outcomes of each job shop event are reported directly through to the Wairoa Community Partnerships Group.

- **Connecting Wairoa**

The Wairoa District Council secured \$250,000 to develop a plan to make formal applications to the Provincial Growth Fund. Work is currently underway with stakeholder engagement occurring throughout the district. Following the stakeholder engagement stage, a strategy is set to be developed and finalised by mid December.

Signatories

	
Author Kitea Tipuna	Approved by Steven May

ORDINARY COUNCIL MEETING AGENDA

27 NOVEMBER 2018

8.4 GAIETY THEATRE**Author:** Kitea Tipuna, Economic Development & Engagement Manager**Authoriser:** Kitea Tipuna, Economic Development & Engagement Manager**Appendices:** Nil**1. PURPOSE**

- This report provides an update to Councillors regarding the Gaiety Theatre

RECOMMENDATION

The Economic Development & Engagement Manager RECOMMENDS that Council receives this report.

EXECUTIVE SUMMARY

Councillors have requested an update on Gaiety Theatre operations following the relinquishment of operations of the Gaiety Theatre by Te Mātārae o Te Wairoa Trust.

2. BACKGROUND

- 2.1 Te Mātārae o Te Wairoa Trust relinquished operational management of the Gaiety Theatre effective November 1st 2018. The Trust signalled this intention in their reports to the Economic Development Committee of Council in June 2018, July 2018 and October 2018.
- 2.2 Council was approached by the Trust to look into transitional arrangements and Council agreed in September 2018 to oversee operational management of the Gaiety. With this transitional agreement in place, Council's Chief Executive initiated a desktop review of the Gaiety Theatre, in particular an analysis of the Gaiety Theatre's financial performance.
- 2.3 As part of Wairoa District Council's intent to oversee operational management of the Gaiety Theatre, the Chief Executive made the following decisions.
 - A new business plan for the Gaiety Theatre will be developed. Once this business plan is developed, this plan will be presented to the Economic Development Committee at their December 4, 2018 meeting.
 - The Gaiety Theatre business plan will be overseen and managed by an appointed Wairoa District Council staff member.
 - As part of this new business plan, the Gaiety Theatre will employ a Gaiety Theatre Operations Officer at 20 hours per week.

ORDINARY COUNCIL MEETING AGENDA

27 NOVEMBER 2018

BUSINESS AS USUAL AT THE GAIETY

- The Gaiety Theatre is currently operating as business as usual.
- An advertisement for the Gaiety Theatre Operations Officer was advertised in the Wairoa Star on Tuesday, 13 November 2018. The advertising period is for two weeks. An Operations Officer is expected to be in place this side of Christmas.
- Council is also actively seeking and recruiting volunteers to assist in the operations of the Gaiety.
- Council wishes to acknowledge Zach Stark for his contribution to the operations of the Gaiety Theatre over the last few years and wishes him well in his future endeavours.
- Council also wishes to acknowledge Te Mātārae o Te Wairoa Trust for their efforts in overseeing the operational management of the Gaiety Theatre since it reopened.

3. OPTIONS

- No options are identified in this report as this report is for information only and serves as an update to Councillors.

4. CORPORATE CONSIDERATIONS**What is the change?**

- Operational management of the Gaiety Theatre transferring from Te Mātārae o Te Wairoa Trust to The Wairoa District Council.

What are the key benefits?

- A community facility is maintained for the purposes of benefiting the Wairoa community.

What is the cost?

- Operational management of the Gaiety Theatre is managed through the income generated by the Gaiety Theatre.
- Oversight of the Gaiety Theatre business plan will be overseen by the Wairoa District Council Economic Development Officer and will be reported through to the Economic Development Committee.

Māori Standing Committee

- The Māori Standing Committee has a representative on the Economic Development Committee, Mrs Whai-Ora Maingdonald and as such, this is the mechanism in which matters raised at the Economic Development Committee are communicated to the Māori Standing Committee and vice versa

5. RISK MANAGEMENT

- The strategic risks (e.g. publicity/public perception, adverse effect on community, timeframes, health and safety, financial/security of funding, political, legal – refer to S10 and S11A of LGA 2002, others) identified in the implementation of the recommendations made are as follows:
 - a. Potentially reputational risk in terms of walking away from this project without transitional arrangements in place.

ORDINARY COUNCIL MEETING AGENDA



27 NOVEMBER 2018

Confirmation of statutory compliance

In accordance with section 76 of the Local Government Act 2002, this report is approved as:

- a. containing sufficient information about the options and their benefits and costs, bearing in mind the significance of the decisions; and,
- b. is based on adequate knowledge about, and adequate consideration of, the views and preferences of affected and interested parties bearing in mind the significance of the decision.

Signatories

	
Author Kitea Tipuna	Approved by Kitea Tipuna

8.2 PROPOSAL FOR THE CBD ENHANCEMENT PROJECT**Author:** Kitea Tipuna, Economic Development & Engagement Manager**Authoriser:** Steven May, Chief Executive Officer**Appendices:** 1. PROPOSAL FOR CBD ENHANCEMENT [↓](#)**1. 1PURPOSE**

- 1.1 To present to the Economic Development Committee the proposed CBD Enhancement Project

RECOMMENDATION



The Economic Development and Engagement Manager RECOMMENDS that the Economic Development Committee receive this report and endorses a preferred approach to the CBD Enhancement Project.

EXECUTIVE SUMMARY

Council set aside funding in the 2017/2018 Annual Plan to investigate the enhancement of Wairoa's CBD. Additional funding was requested through the Long Term Plan process. This request was deferred, however, the current funding set aside in the 2017/2018 Annual Plan process has been re-allocated to the delivery of the CBD Enhancement Project.

The Economic Development Committee additionally requested proposals for the delivery of the CBD Enhancement Project and the attached proposal has been received from Vision Projects.

Signatories

	
Author Kitea Tipuna	Approved by Steven May

Te Wairoa E Whanake

Rise Up and Grow Wairoa

PREPARED BY VISION PROJECTS

BACKGROUND

There are nearly seventy premises along Wairoa's Marine Parade, from the Community Centre on the eastern side of the Wairoa Bridge to the County Club on the western side.

In addition to several empty and rather derelict premises, there is a huge range in the standard of presentation of the shop/business facades as well as a group of burnt out buildings which have since been boarded up and had murals painted on them by local artists.

Numerous initiatives have been undertaken over previous years to improve the visual appeal of Marine Parade, dedicated major upgrade of Wairoa's main street is considered essential by Wairoa District Council, there is also definitive, although unquantified support for this to happen from individual business owners and residents.

THE OBJECTIVE

To develop and action a plan to enhance Wairoa's Central Business District and the Wairoa District encouraging new business, alternative activity, securing the current businesses while strengthening a large group of stakeholders.

To deliver a plan beyond bricks and mortar and create a community hub where not only good business takes place but community interaction. Taking a holistic approach to the CBD upgrade and linking it to a larger vision providing a coherent plan with the appropriate resources, funding plan, timeline and project management across all of the elements.

VISION PROJECTS

Community Development | Project Management | Fundraising | Events
Roz Thomas 027 688 1762 - roz@visionprojects.co.nz - PO Box 16 - Wairoa

PROJECT INTRODUCTION

Te Wairoa E Whanake - Rise Up and Grow Wairoa

With a dynamic approach we propose the 'Marine Parade Upgrade' project is actually a community upgrade, with opportunities to link in education and trade training, accessing funding to grow the project beyond the original scope and create a pilot programme in partnership with local, regional and central government.

Education

Marketing

Funding Streams

Trade Training

Business Expertise

Technology

Employment

Tourism

Heritage

Reorua

Additional

STAKEHOLDERS

Looking beyond Wairoa District Council, creating project partners, strengthening relationships and forging new ones:

Current Business Owners

Wairoa District Council

Central Government

Numerous funding bodies

Up Stream Wairoa

Ministry of Social Development

Regional Tourism Organisations

Wairoa College

Youth Services

Commercial Building Owners

Hawke's Bay Regional Council

Iwi

Local Law Enforcement

EIT

Business Hawke's Bay

Ministry of Education

Wairoa Young Achievers Trust

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SCOPE OF WORK

E Whanake Te Wairoa would comprise of a number of elements but all focused on achieving the ultimate goal of a 'vibrant, productive, inclusive, safe and sustainable community hub growing from our town centre across the whole district.

Vision Projects has identified 5 elements to start the revolution divided into 3 stages:

Stage 1) 12 months

1a) Marine Parade Upgrade Programme Regional Development Fund Application.

1b) Burnt Out Building Solution.

1c) Riverbank Enhancement and Wairoa Visual Identity constant elements in all 3 stages.

Stage 2) 24 months

2a) Implementation of the Marine Parade Upgrade Programme. Subject to successful Regional Development Growth Fund.

2b) Riverbank Enhancement and Wairoa Visual Identity constant elements in all 3 stages

Stage 3) 24 months

3a) Library Integration and redevelopment

3b) Riverbank Enhancement and Wairoa Visual Identity constant elements in all 3 stages

Vision Projects will present stage 1 outline to the Economic Development Committee December meeting.

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