

**The Minutes of the Heart of Carterton Committee held in the Council  
Chambers, Holloway Street, Carterton on Friday 6 March 2009 at 9.00 am**

**Present**

Crs. B Poulsen (Chairperson)

R Carter, B Durbin, E Brazendale, J Greathead,  
His Worship the Mayor and Mr J Greenwood

**In Attendance**

G Page (Project Manager)  
J Hallam (Support Services Manager)  
B McWilliams (Community & Recreation Services Assets  
Manager)  
E Hyde (Cultural Services Co-Ordinator)

**1. Confirmation of Minutes dated 13 February 2009**

**That** the minutes of the Heart of Carterton Committee dated 13 February 2009 as tabled be adopted.

His Worship the Mayor/Cr. Carter

Carried

**2. Project Manager's Report**

Communications Strategy

A draft Communication Strategy and Marketing/Fundraising Brochure were tabled for consideration of the Committee.

The Committee recommended the following in respect to the draft Communications Strategy:

- That the Mayor should be the single spokesperson for the Heart of Carterton Committee.
- That founding families should be added to key audiences.
- That Council's website be used for publicity.
- That the following Keys Messages should be used:
  - The place to be in Carterton – for everyone young and old.
  - Modern, warm, comfortable, vibrant, heart of the community where people meet, connect, learn, create, be entertained and inspired.
  - A quality regional venue providing opportunities for arts, culture, events, seminars, social gatherings, tourism – wider Wairarapa.
  - Multi-purpose, many uses, flexibility.

**That** His Worship the Mayor be appointed the single spokesperson for the Heart of Carterton Committee.

Cr. Durbin/Cr. Carter

Carried

**That** the draft Communications Strategy, noting the comments above, be accepted.

The Committee were impressed with the draft Marketing/Fundraising Brochure.

### 3. **General Business**

J Greenwood advised that Jeff Yates had joined the Fundraising Trust and would be attending his first meeting later that day.

The Meeting Concluded at 9.40 am

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