



**Minutes: VTA Meeting #04 2009**

Tuesday, 26<sup>th</sup> May 2pm, La Vela

▲ = Action

▲ = Motion

**Present:** Doug McNally, Baker Hardin, Janine Le Strange, Kurt Carlson, Emma Shepherdson, Lucy Fa'anunu, Ongo Kaihea

**Apologies:** Bruno Toke, Selu Fukofuka

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**1. Preliminary**

- Janine opened the meeting and the committee agreed to change the weekly meeting day to Tuesday as some committee members are unable to make Wednesdays

**2. Minutes**

- Minutes from Executive Committee meeting #03 accepted, Emma to email out to members.



- **Proposed:** Baker, **Seconded:** Janine

**3. Treasurer's Report**

- Baker reported that VTA has a total of 31 members and a current bank balance of \$6,236.17. New members include Melinda Sea Adventures and The Balcony
- Airport Brochure Stand only has 1 spot left
- 2 expenditures to approve - \$31.10 to Emma for office equipment and \$27.10 to Baker for paper



- **Proposed** to approve expenses: Kurt, **Seconded:** Doug

**4. Matters Arising:**

- VTA Moorings

Vava'u Tourist Association  
Email: vtavavau@yahoo.com  
Ph: 70115 (TVB)  
[www.vavau.to/vta](http://www.vavau.to/vta)

- Letters of notification have been sent to Riki Tiki and Dive Vava'u



- Kurt has spoken to Dive Vava'u, still to follow up with Riki to decide on completion of works timetable



- Kurt and Baker to contact Martin at the Moorings and set up meeting to discuss VTA/Moorings moorings.

- VTA Leaflet and Certificate

- Lucy has completed the leaflet on VTA in Tongan.



- Lucy to email electronic copy to Emma and Bruno, Bruno to check over wording

- Baker tabled a mock-up of an A5 laminated certificate of membership, to be displayed in the business place.



- Comments were made on the certificate. Baker to work on the design more for next week.

- Tonga Tofua'a Fund

- TTF committee meeting was held on Monday, minutes will be circulated this week

- Janine explained that we need to get this campaign happening quickly as the season approaches and also as the campaign needs to be finalised before IFAW closes its Pacific offices - end June

- Whale Guide training to be held next week, 1<sup>st</sup>-2<sup>nd</sup> June (Monday & Tuesday). Allan will be emailing the notification this week

- Education Campaign hopes to start the week after, working on finalising numbers, specifying schools and getting approval for campaign

- Vava'u Whale Day is planned for 27<sup>th</sup> June 2009

## 5. Correspondence

- Digicel sponsorship of Airport Brochure Stand

- Janine has emailed Lole for more information, still waiting on reply

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## 6. Other Matters

### - TVB Tourism Map

- Emma reported that TVB is seeking to reproduce the A3 colour maps of Vava'u and Neiafu township for tourists, dependent on funding.
- TVB is currently working with Christy Butterfield to update and modify the maps and Emma will be distributing by email a list of local businesses for the Neiafu map. When this arrives, please check that your business details are correct, or come past the TVB office and check off our hard copy.

### - Service Training

- Janine reported she had spoken to Chad Michels (PCV at Hospitality and Catering School, Vav) about running a customer service training course for front-of-house restaurant service.
- As we have not yet completed our strategy it was discussed that we should refrain from beginning new smaller projects and focus on the core purpose of VTA.



- **Proposed** to email Chad and get more info then decide: Janine; **Seconded**: Doug



- Emma to contact Chad for more information

### - Recycling

- Janine reported that 'Ofa Tu'ikolovatu from a waste management company in Tongatapu is planning to start a recycling station in Vava'u from June. The station will recycle scrap metal (car crushing etc), cans/tins, bottles and cardboard. This station will operate from the quarry.


### - Meeting with Minister of Transport and Governor, Monday 25<sup>th</sup> May

- Most of those present at the committee meeting were there yesterday.
- There were some complaints to VTA that people were not made aware of the meeting. It had to be clarified that notification of this meeting was not the responsibility of VTA



- Emma to write a response to Hon Paul Karalus to state VTA's stance on the Small Boat Marina and circulate to committee members for approval

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-  - Baker to email Emma the quote from the EU on the 'original purpose' of the marina

## 7. Strategy

- The committee had a 45 minute brainstorming session on the how to fulfil VTA's purpose
- The group decided that marketing and promotion were the key vehicle for VTA to reach its purpose and discussed a number of marketing ideas. These ideas will be compiled into a document to discuss at the upcoming General Meeting for the members to decide.

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**Next meeting:** Tuesday 2<sup>nd</sup> June, 2pm, La Vela.

**Meeting Closed:** 4.15pm

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