



Minutes: VTA Meeting #03 2009

Wednesday, 13th May 2pm, La Vela

▲ = Action

▲ = Motion

Present: Doug McNally, Baker Hardin, Janine Le Strange, Kurt Carlson, Emma Shepherdson, Selu Fukofuka

Apologies: Bruno Toke, Lucy Fa'anunu, Gordon Allison, Ongo Kaihea

1. Minutes

- Minutes from Executive Committee meeting #02 accepted, Emma to email out to members.



- **Proposed:** Kurt, **Seconded:** Doug

2. Treasurer's Report

- Baker reported that VTA has a total of 28 members and a current bank balance of \$5,486.17, not including the \$350.00 handed over at the start of the meeting.
- Airport Brochure Stand only has 2 spots left

3. Matters Arising:

- Tourism Tonga Association

- Baker has applied for membership, waiting for confirmation from TT

- Waste Management Ltd

- Emma read out the response to Waste Management Ltd (WML) so far and gathered information regarding the current waste management system in Vava'u



- Emma will finalise response letter, circulate to committee for comments and send to WML.

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

- VTA Moorings and Dive Companies
- Kurt reported that he had had discussed the quotes with both Riki Tiki and Dive Vava'u
- Kurt recommended Riki of the two for a number of reasons – Riki was in operation when the moorings were laid and has a good understanding of the history of the moorings and will be significantly cheaper. He will provide a written status report on the moorings, but not GPS points as Dive Vava'u had offered.



- **Proposed** to employ Riki Tiki to undertake the moorings assessment: Kurt, **Seconded:** Baker



- Kurt to draft letters to Riki and Dive Vava'u and forward to Emma to distribute.

- In regards to VTA/The Moorings moorings, Baker proposed that a meeting be set up with the new manager of the Moorings to discuss how we might move forward on this matter.



- Moorings taskforce (Kurt/Lucy) to contact Martin at the Moorings and set up meeting.

- VTA Leaflet

- Lucy and Gordon were both apologies for this meeting and will report back at next meeting regarding VTA leaflet and VTA Sticker.
- Baker suggested instead of the sticker, a more cost effective membership promotion might be a certificate of membership, A4 or A5 laminated, that could be displayed in the business place.
- This was considered a positive idea. Baker will give it some more thought and discuss with the promotional taskforce (Lucy and Gordon) next week.

- Tuna Fest Refunds

- Emma has written letters to each of the 4 donors thanking them and refunding the money as the Tuna Fest did not go ahead.



- Baker issued cheques and Emma will distribute this week.

- IFAW Inventory
- Emma read out the IFAW inventory that will be stored at TVB in the short term. It includes displays, a desktop computer for VTA use, books and handouts.
- There are some concerns over the use of the computer, as it will officially be property of Tonga Tofua'a Fund but VTA is able to use it.
- ▲ - Kurt will assess the computer and software when we get it to see if it is worthwhile taking responsibility (and therefore maintenance costs) or purchasing our own.

- Tonga Tofua'a Fund

- Minutes of the first TTF committee meeting were circulated last week
- Janine reported that she found notes from a meeting held on September 24th 2008 where the VTA committee voted to pledge the \$2,500, now part of a partnership that forms the TTF
- Proposal has been drafted (without budget which is still being worked on) and sent to IFAW who has passed it onto the Princess for sign-off.
- There is concern about VTA's involvement in this fund. It was agreed that the education campaign is a great idea and a positive move for Vava'u, but VTA must push to make sure that campaign also recognises wider tourism ramifications (not just whale-orientated), ie environment, rubbish management and marine life. Can be beneficial to VTA but must be done right and will consent of the VTA members.
- VTA would like to see more long term goals in the TTF as well – for example, something like a whale museum that although it is whale-orientated would benefit all tourism

- ▲ - Emma to email proposal to all committee members for comment

- ▲ - When budget is formed, need to have it signed off by VTA

4. Correspondence

- TCC Yellow Pages
- TCC response to our correspondence was received last week and circulated by Emma

- TCC has apologised for not approaching Vava'u businesses to advertise in Yellow Pages and has assured it will not happen next year.



- Emma to reply by email

5. Other Matters

- A travel agent group was in town last week, and VTA was not aware of it prior to their arrival.



- VTA to email Bruno and ask that in future, VTA be made aware of any upcoming tourism activities, cruise ships and any new tourist licenses issued so VTA can hold 'meet & greets'.

- VTA should also set up a meeting with the new Governor to introduce ourselves.

- Janine reported that she had been approached by Lole to see if Digicel could sponsor the airport stand – covering VTA's rental cost in return for advertising above the board.



- Janine to email and get more information from Lole and report back

6. Strategy

- The committee had a 45 minute brainstorming session on the purpose and goals of the VTA
- The group decided ultimately the purpose of the VTA is to bring more visitors to Vava'u, and that all other ideas mentioned (marketing/promotion, make Vava'u better, make Vava'u stand out in a crowd etc) are all means of reaching that purpose.

Next meeting: Wednesday 21st May, 2pm, La Vela.

Meeting Closed: 4pm
