



**Minutes: VTA Meeting #12 2009**

Tuesday, 18<sup>th</sup> August July 2pm, La Vela

▲ =Action

▲ =Motion

**Present:** Janine Le Strange, Doug McNally, Baker Hardin, Kurt Carlson, Gordon Allison, Epeli Lavaki, Emma Shepherdson, Jess Heyes

**Apologies:**

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**1. Minutes**

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



- **Proposed:** Gordon , **Seconded:** Baker

**2. Treasurer's Report**

- Baker reported that VTA has a total of 33 members and a current bank balance of \$5742.89
- New member is Chathams Pacific
- Disbursement to Riki Tiki Tours for work undertaken on Moorings Assessment - \$360

**3. Correspondence**

- Correspondence was received from the Ministry of Labour, Commerce and Industries regarding illegal practice by one of the whale watching companies in Vava'u, who is a member of VTA. The letter stated that a response from VTA was requested by MLCI and by the Crown Law Dept.
- It was agreed licensing is not a matter for VTA to be involved in but that as we have received an express request for action by government bodies, that we should write a letter to Sailing Safaris asking them, as one of our members, to comply with the MLCI and Crown Law Dept in regards to licensing regulations.



- Emma to draft letter and circulate to committee members for sign-off

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#### **4. Secretary**

- Jess Heyes was present at the meeting, who will take over from Emma in the upcoming weeks as VTA Exec Secretary. Jess is currently on a student placement at Friendly Island Kayak Co until November.
- Emma stated that Jess would be a short-term replacement for an ongoing role and that VTA needs to seriously consider funding a part-time executive secretary over the next few months.

#### **5. Regatta Vava'u and Sail Week**

- Jason Angress gave the committee an overview of Regatta Vava'u (Sept 3<sup>rd</sup>-8<sup>th</sup>), including the planned events, sponsored charities, and future plans for the event.
- VTA was offered a booth at the Regatta's registration/food fair day on Sept 3<sup>rd</sup>, free of charge.
- VTA discussed the issue of taking up the offer, and voted that it would not be of great benefit to VTA but rather we could show our support for the event in other ways.
- Emma read out the list of options for a donation that VTA could give to show support for the event, and it was decided to sponsor a full passport page at \$100.
- It was also agreed to donate free nights on the VTA moorings at Port Maurelle and Vaka'eitu, either as prizes or as a gift to all registered yachts, also encouraging people to pay for the following nights they stay on there.
- Baker to follow up on donations.

#### **6. Marketing**

- Janine tabled information from correspondence she has had with an employee of Pacific Blue in New Zealand, including a magazine subscription advertisement, where the prize was 7 nights on Rarotonga.
- If operators could donate services, Pacific Blue said they would be happy to consider donating flights for such an advertisement to Vava'u if viable. Advertising would then be free in the magazine.
- Pacific Blue is very keen to expand Tonga and it is a good time for us to come onboard.

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- The committee agreed this was a positive and relatively simple marketing strategy that we could get started on.
  - Tourism Tonga is almost ready to launch a new website, and timing could be right for marketing Vava'u more fully.
  - We would need to find out which of our members would be interested in participating, then put together possible packages, and take these packages to Pacific Blue – preferably for the shoulder months of high season.
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- Emma to email all members
- ▲
- Janine also offered to email her contact at Pacific Blue and ask if they would be interested in sending up a journalist for the Regatta Vava'u to write up a story in their in-flight magazine.

## 7. Other matters

- Baker reported that a successful fundraiser was held on Saturday 15<sup>th</sup> to raise money for the Princess Ashika Disaster Fund, hosted by himself and Gene of Coconet Café (both VTA members)
- The start-up for the fundraiser came from the yachties in Vava'u and raised over \$4,000 to be distributed by the Governor of Vava'u directly to the 25 Vava'u families affected by the disaster.

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**Next meeting:** Tuesday, 1<sup>st</sup> September 2pm, La Vela.    **Meeting Closed:** 3.15pm

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