

MINUTES (in Review)

BOARD MEETING



Name:	NorthWest Country Incorporated
Date:	Tuesday, 11 July 2023
Time:	6:30 pm to 8:18 pm (NZST)
Location:	Hallertau Brewery, 1171 Coatesville Riverhead Highway, Auckland 0892
Board Members:	James Scott, Jo Austin, Nicky Horsbrough, Robbie Hannon, April Ashton
Attendees:	Danielle Hancock
Apologies:	Mark Dennis, Teresa Nobilo-Healey, Hayley Plowman, Andy Cummings, Treena Gowthorpe

1. Opening Meeting

1.1 Confirm Minutes



Previous Minutes

Approved

Decision Date: 11 Jul 2023
Mover: Nicky Horsbrough
Seconder: Robbie Hannon
Outcome: Approved

1.2 Apologies



Apologies

Approved

Decision Date: 11 Jul 2023
Mover: Jo Austin
Seconder: Robbie Hannon
Outcome: Approved



Meeting attendance

Zoom calendar invites are to be set up for all upcoming meetings to ensure that members can attend virtually if needed and ensure quorum is met.

Due Date: 31 Jul 2023
Owner: Danielle Hancock

1.3 Interests Register



Deferred

Deferred

Decision Date: 11 Jul 2023
Outcome: Not Approved

1.4 Committee Charter 2023



Item to be deferred to another meeting. James will update the Ch...

Item to be deferred to another meeting. James will update the Charter to manage public attendance at committee meetings.

Decision Date: 11 Jul 2023
Outcome: Not Approved

2. Major Decisions and Discussions

2.1 Correspondence Constitution



Constitution

Amended constitution submitted to Council and accepted by Council.

Decision Date: 11 Jul 2023
Mover: Nicky Horsbrough
Seconder: Jo Austin
Outcome: Approved



Draft AGM to Gill Plume

Danielle to email the draft AGM agenda to Gill Plume who will insert the correct wording for the constitution item.

Due Date: 31 Aug 2023
Owner: Danielle Hancock

2.2 Heritage Trail Variation Update



Heritage Trail Variation

Agreed to pay the invoices but hold off on any further work until the committee decides otherwise.

Decision Date: 11 Jul 2023
Mover: Robbie Hannon
Seconder: April Ashton
Outcome: Approved



Launch of signs

Need to ask Lions to postpone installation until we have a map and a launch date. Look for September date.

Due Date: 28 Jul 2023
Owner: Danielle Hancock

2.3 New Executive Committee Member Application Kumeu



New member

Approved

Decision Date: 11 Jul 2023

Mover: Nicky Horsbrough
Seconder: Jo Austin
Outcome: Approved

2.4 Delegated Authority - Manager



Delegation

Executive Committee delegates authority to Danielle Hancock as BID Manager to facilitate continuity for business as usual. Approved delegated authority limit \$5000.

Decision Date: 11 Jul 2023
Mover: Robbie Hannon
Seconder: Nicky Horsbrough
Outcome: Approved

2.5 BoardPro Approval



BoardPro Subscription

Approved

Decision Date: 11 Jul 2023
Mover: Robbie Hannon
Seconder: Nicky Horsbrough
Outcome: Approved



BoardPro subscription activation

James to activate a subscription to BoardPro as per his recommendations in the report.

Due Date: 23 Jul 2023
Owner: James Scott

3. Grant Applications

3.1 Training Grant Application



Training Grant

Approve the training grant allocation to Living Goodness Limited from Fiona Dykes. Request a testimonial from all grant recipients.

Decision Date: 11 Jul 2023
Mover: Nicky Horsbrough
Seconder: Jo Austin
Outcome: Approved



Testimonials

Request testimonials from grant recipients then advertise them on our website.

Due Date: 28 Jul 2023
Owner: Danielle Hancock



Training Grants summary

Prepare a report on the training grants that were approved last financial year and what the courses were. Present at next committee meeting.

Due Date: 31 Aug 2023
Owner: Danielle Hancock

4. Board Annual Work Plan

4.1 Proposed Work Programme 2024



Work Programme

Approved and budget needs to be reported on monthly and progress updated.

Decision Date: 11 Jul 2023
Mover: James Scott
Seconder: Nicky Horsbrough
Outcome: Approved



Business Awards contract

Draft a contract with Cherry Events
Due Date: 31 Aug 2023
Owner: Danielle Hancock



List of Parakai Businesses

Send a list of Parakai business members to Jo to check
Due Date: 23 Jul 2023
Owner: Danielle Hancock



List of Waimauku Businesses

Send a list of Waimauku businesses to Robbie to check
Due Date: 23 Jul 2023
Owner: Danielle Hancock



Training Courses

For the training courses, we will advertise these as requiring tickets, and members can access courses for a \$100 fee.

Upcoming courses are to be advertised at NWCBA events.

Due Date: 31 Aug 2023
Owner: Danielle Hancock



Business Awards posters

Posters for shop fronts are to be created for each entrant advertising the event and with a QR code to their voting page on the website.

Due Date: 15 Sept 2023
Owner: Danielle Hancock



Business Awards logos

A Business Awards logo for 2023 is to be developed and used in all advertising. An email signature for entries is to be created and sent to all entrants. An email signature for finalists and winners is also to be created and sent to finalists and winners.

Due Date: 11 Aug 2023
Owner: Danielle Hancock



NWC Branding

A revised logo is to be created that incorporates the words Business Association under our North West Country logo.

Our new byline of Your Business Support for a Thriving Community is to be incorporated into further marketing.

Due Date: 31 Jul 2023

Owner: Danielle Hancock



Business Awards advertising

Improved business awards advertising must be undertaken in 2023. Interviews are to be conducted with past winners and their stories published leading up to the awards ceremony. Finalists are to be showcased in newsletters leading up to the awards ceremony. Winners are to be showcased in media outlets after the awards ceremony.

Due Date: 31 Aug 2023

Owner: Danielle Hancock



Business Awards TV coverage

Look to see if we can get a TV channel to cover the event such as Country Calendar.

Due Date: 31 Jul 2023

Owner: Danielle Hancock



Events Working Group

Seek interest from members to form an Events Working Group for the year to ensure we maximise our service delivery and impact for members.

Due Date: 31 Jul 2023

Owner: Danielle Hancock



Magazines

Purchase magazine racks and install all of them at key locations. Magazines are to be only placed in magazine racks for members of the public to take and all members are to be sent a monthly link to the electronic version of the magazine.

Due Date: 31 Aug 2023

Owner: Danielle Hancock



Christmas tree installation

Look at our Christmas Tree installation process, and what needs to be completed prior to installation for 2023. Present back to the board at the next meeting.

Due Date: 30 Sept 2023

Owner: Danielle Hancock



Running total of events

Provide a running total of events expenditure on all upcoming agendas. When the board sponsors an event the conditions of the approval are that the organiser must provide a summary of the event afterwards and statistics relating to attendees and benefits offered through our support.

Due Date: 12 Sept 2023

Owner: Danielle Hancock



Replacement of signs

The township signs need a new design, and must use the new logo that mentions the Business Association. The design is to be provided in the next committee agenda for approval.

Due Date: 31 Aug 2023
Owner: Danielle Hancock



Ultimate Day Out

An "Ultimate Day Out" competition is to be scoped and used as a way to bring business to the area in a quiet time. Consider a few locations where experiences can be won such as "Win an Ultimate Day Out in Parakai" or "Win and Ultimate Day Out in Waimauku".

Businesses are to be approached to contribute prizes and we manage the advertising.

Due Date: 31 Aug 2023
Owner: Danielle Hancock



Business Awards breakdown

Business Awards breakdown from previous years to be sent to members for comment.

Due Date: 16 Jul 2023
Owner: Danielle Hancock



Influencer Videos

Influencer videos must all be published with our logo on them and our new byline.

Due Date: 31 Jul 2023
Owner: Danielle Hancock

5. Actions from Previous Meetings

5.1 Action List

6. Management Reports

6.1 Manager Update



Manager Update

Manager update received.

Decision Date: 11 Jul 2023
Outcome: Approved

6.2 Finance Report



Accounts

The Committee accepts the payments for May and approves the payments for June.

Decision Date: 11 Jul 2023

Mover: James Scott
Seconded: Robbie Hannon
Outcome: Approved

7. Other Business

8. Close Meeting

8.1 Close the meeting

Next meeting: No date for the next meeting has been set.

Signature:  _____

Date: 17 October 2023