

Date/Time: Tuesday 22nd June, 6:30pm

Venue: Parakai Springs, Parkhurst Rd, Parakai

Present: Mark, Live, Hayley, Andy, Guy, Geraldine, Theresa, Phelan, Mikee

1) Apologies: Vicki, Treena

Recommendations: The committee accepts the apologies
 Moved: Mark Secoded: Geraldine Passed

2) Previous Minutes

Recommendations; The committee accepts the minutes of the previous meeting;
 Moved: Geraldine Secoded: Theresa Passed

3) Accounts for payment: Invoices & Statements as per Dropbox.

Payment below and in dropbox

Multiple payments

You're on page 3 of 4

Signatory authorisation required.
 M.R. Dennis or S.L. Oliver will need to approve these payments before they can be sent.

Transaction summary (please check before submitting)			Expand all ▾
Payee	Payment date	Amount	
Brenelle Family Trust	Thu 24 Jun '21	\$1,725.00	▾
Grow West Ltd	Thu 24 Jun '21	\$10.78	▾
Grow West Ltd	Thu 24 Jun '21	\$7,302.50	▾
Grow West Ltd	Thu 24 Jun '21	\$17.19	▾
Grow West Ltd	Thu 24 Jun '21	\$21.03	▾
Grow West Ltd	Thu 24 Jun '21	\$48.30	▾
Helensville News 2011 Ltd	Thu 24 Jun '21	\$488.75	▾
Kumeu Courier	Thu 24 Jun '21	\$690.00	▾

Payment details	
From account:	38-9022-0734890-00 Business Edge \$154,289.38
Total amount:	\$10303.55
Processing times:	<ul style="list-style-type: none"> Payments or transfers to Kiwibank accounts are processed immediately, including on weekends and public holidays. We send payments to other banks every hour between 9am and midnight on business days. Payments submitted after midnight, or on a weekend or public holiday, will be sent the next business day. Processing times for other banks may vary. Future-dated and automatic payments process around 10am and 10pm on business days. Payments go out on the first available processing time on the due date. If the due date falls on a weekend or public holiday, the payment is sent on the next business day. Processing times for other banks may vary.

<i>Bigfoot Services</i>	<i>Billboard Rental Feb - Aug</i>	<i>Advertising</i>	<i>\$1725.00</i>
<i>Grow West Ltd</i>	<i>Email Hosting – Google</i>	<i>Email Hosting</i>	<i>\$10.78</i>
<i>Grow West Ltd</i>	<i>Management Fee & Phone</i>	<i>Management Fee</i>	<i>\$7302.50</i>
<i>Grow West Ltd</i>	<i>Webslice Website Hosting</i>	<i>Website Hosting</i>	<i>\$17.19</i>
<i>Grow West Ltd</i>	<i>ZOOM Monthly Fee</i>	<i>ZOOM</i>	<i>\$21.03</i>
<i>Grow West Ltd</i>	<i>ZOHO CRM System</i>	<i>Software</i>	<i>\$48.30</i>
<i>Helensville News</i>	<i>Advertising May</i>	<i>Advertising</i>	<i>\$488.75</i>
<i>Kumeu Courier</i>	<i>Advertising May</i>	<i>Advertising</i>	<i>\$690.00</i>

Recommendations: The committee agrees to pay the invoices/statements provided to the committee via Dropbox.

Moved: Mark Secoded: Guy Passed

4) Membership

- Database 16th June. 582 (decrease 2 since May)

Guy requested report giving breakdown of members by sector – this will be prepared for next meeting.

5) LOOP Discussion on North West Festival

Mikee from LOOP will attend meeting to discuss options for 2022 festival.

Background

The Hunting Lodge has fully booked the venue through the New Year so we are unable to hold the event there. They possibly would look at returning to normal in 2023.

LOOP have looked at West Brook which would be unsuitable as there is insufficient parking, no wastewater, and would need an \$8000-9000 resource consent to have more than 100 people there.

This might be a good time for the executive to discuss how they would like this event to look in the future.

It is unlikely things will have returned to normal from the pandemic until mid to late 2022 based on all current information.

One thing the executive could consider is a paid / ticketed version of this year's event and spreading it out across a range of venues, small and large, with a range of artists.

Ideally, we need venues for 300-700.

Main points from previous discussion.

- 2022 Event spread out across area as much as possible.
- Venues could include; Woodhill forest, Muriwai Surf Club, Kaukapakapa, show grounds.
- Ticketed event so costs can be recovered.
- Food trucks could be used at some venues.
- Event to feature and focus on local food, drink and music.
- Get LOOP along to next meeting to discuss options.

Next Steps:

Mikee will take feedback provided by committee and prepare some options around a small scale 2022 event, at a range of venues in the area, in a similar format to this year's event, and one that could have some element of cost recovery.

6) Service & Manufacturing Initiative

Following feedback from the executive the attached (appendix 1) grant proposal and online form (link: <https://zfrmz.com/qcb3vzO6AXdRLixSh0IG>) have been prepared.

Next Steps

The executive decides on any additional criteria and changes.
Approves grants program with budget for coming 12 months.
Reviews the program in 6 months to assess effectiveness and uptake.

Recommendations:

- *The committee approves the Business Development Grants Program with a budget of \$10,000 for the next 12 months.*
- *The focus will be the trades and manufacturing sector.*
- *The executive committee will consider applications monthly.*
- *The program will be reviewed in 6 months to assess effectiveness and uptake.*

Moved: Hayley

Seconded: Mark

Passed

7) Coffee News Advertising

- Have been approached by Stewart Mclachan as he's [purchased the area Coffee News paper and wants to boost distribution.
- Distributed to over 100 local businesses every month
- Cost for ad is \$680 + GST for 17 weeks (\$40 per week)
- Suggest we try it with something we can measure.

Committee decided not to go ahead with this.

Moved: Liv

Seconded: Theresa

Passed

8) Riverhead Proposal

Manager attended Riverhead Community Association meeting. It did not appear the association will support the proposal to purchase public land in exchange for a boardwalk and dock. Support was for a land swap to ensure continued public access to river edge.

Next Steps

Executive to discuss position on this issue.

9) New executive members?

Suggest Jo from Skydiving Parakai as an executive member for Parakai. Involved in tourism focused industry and it would be useful to have someone like this on executive.

Stewart McLachlan has said he would be happy to come onto the executive representing a Waimauku business, what do the exec think? Are there any other options?

Need a representative for Helensville.

Hayley has spoken to Robbie from Waimauku Pharmacy and he is interested in being involved.

Next steps

Manager to approach Jo from Skydiving and Robbie from Waimauku Pharmacy to see if they would join committee.

10) Meeting with Auckland Unlimited (formerly ATEED)

The manager had met with Zac Watson from Auckland Unlimited.

He is planned to re form a local tourism group. Would we support this and are there suggestions about who could be on it to get a good spread of businesses?

Auckland Unlimited are currently doing sub regional destination plans. Suggested that we would qualify for being the next one as there has been a few years since this was done and would assist in developing our next strategic plan and also in seeking funding for visitor attraction.

11) Marketview Tool

Subscription coming up for next year, do we want to continue with this?

Feedback is yes, will still come back to the committee when subscription comes up for renewal.

12) August Promotional Campaign

6 Business registered to date.

Emails will continue to be sent out each week promoting event.

13) New Billboard Skins

New skins done after consultation with committee and changes made based on feedback.
Instagram and Facebook promotion underway.

14) Website Reskin

Proceeding with this, changes will be circulated to executive for feedback before going live.
Guy requested breakdown of website traffic, this will be provided at next meeting.

Next meeting physical one, date / time, Venue?

Meeting closed: 7:50pm

Appendix 1

North West Country Business Development Grants

Business Excellence Program



Background

As part of North West Country's business excellence program we aim to assist members by adding relevant promotional, training opportunities, mentoring and support to help grow their businesses.

We have identified a gap in business support for those in the manufacturing, wholesale or trades areas.

In 2021 we are offering grants of up to \$500 to businesses wishing to upskill or undertake training to help with the growth and development of their business.

Grant Criteria

We will fund;

- any form of training or learning that will assist in business development
- priority will be given to businesses in the manufacturing, wholesale or trades sectors including;
 - Accounting, Legal and Professional Services
 - Agriculture, Horticulture Materials & Industry Services
 - Building Materials, Plumbing, Electricians, Building, Consenting. Design and related services
 - Transport Services, Mechanics, Auto Electrician and Repair Services
 - Tourism
 - Wholesale & General Services

What we won't fund:

- travel and accommodation
- retrospective costs
- purchase of assets
- the same project or activity more than once in a financial year.

Funding available:

- Up to \$500 per business, per year.

- Funding is dollar matched, i.e. if the total training costs are \$1000 or more we will fund \$500, if it is less than \$1000 funding will be 50% of the full cost including GST.
- Grants are not paid in advance and will be paid to businesses when evidence of course completion and a GST receipt of payment is received by North West Country Inc.

Application Process:

- Applications can be received through the year
- The North West Country Inc executive committee will consider and approve applications at their monthly meeting.
- Applicants will be advised in writing once the executive has considered applications.
- Applicants will need to fully complete the required form, indicating type of training and what the expected benefits are.
- Grants will be payable on receipt of evidence the course has been completed and paid for.