

Date/Time: Tuesday 18th May, 6:30pm

Venue: Hallertau Beirgarten, 1171 Coatesville Riverhead Highway.

Present: Mark, Theresa, Geraldine, Liv, Shona, Vikci, Phelan

1) **Apologies:** Andy, Hayley, Treena, Guy, Dion.

Recommendations: The committee accepts the apologies

Moved: Mark

Seconded: Shona

Passed

2) **Previous Minutes**

Recommendations; The committee accepts the minutes of the previous meeting;

Moved: Mark

Seconded: Liv

Passed

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

Payment below and in dropbox

Pending authorisations

Waiting for you to authorise

There are no payments waiting for your authorisation.

Info You can [set up](#) to be notified via email or text when you have a pending transaction to authorise.

Waiting for others to authorise

Due date	My account	To/Description	Frequency	Amount	Options
Pay when authorised	Business Edge-00	Celebrations Group Ltd	One-off	\$957.55	View
Pay when authorised	Business Edge-00	Grow West Ltd	One-off	\$10.78	View
Pay when authorised	Business Edge-00	Grow West Ltd	One-off	\$7,302.50	View
Pay when authorised	Business Edge-00	Grow West Ltd	One-off	\$21.03	View
Pay when authorised	Business Edge-00	Grow West Ltd	One-off	\$48.30	View
Pay when authorised	Business Edge-00	Grow West Ltd	One-off	\$17.19	View
Pay when authorised	Business Edge-00	Kumeu Courier	One-off	\$690.00	View
Pay when authorised	Business Edge-00	North West Marketing	One-off	\$550.00	View

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

Moved: Mark

Seconded: Theresa

Passed

4) **Membership**

- **Database 7th May. 584** (increase of 1 from March)

5) Huapai Hub Events Update

This is on hold due to weather and when a roof has been constructed sometime after July it will enable events to happen.

Budget implications: this financial year's budget is freed up for other things.

6) North West Festival

2021 Event Report

Budget wash up below. LOOP owe association \$2714.04 which we will invoice them for.

NORTH WEST SUMMER SERIES 2021 / SCHEDULE			
EXPENSES			ADVANCE
Bands Fee / Guarantee			
13 Feb - North West Summer Series / The Riverhead Tavern	\$ 2,586.09	Barnaby Weir	PAID
6 March - North West Summer Series / Hunting Lodge	\$ 3,500.00	Summer Thieves	PAID
7 March - North West Summer Series / Hallertau	\$ 4,500.00	Bailey Wiley	PAID
28 Feb - North West Summer Series / Tasting Shed	\$ 250.00	Georgia Lines	PAID
TOTAL	\$ -	\$ 10,836.09	\$ 10,836.09
Security			
N/A	\$ -		
TOTAL	\$ -	\$ -	
Labour Costs			
Event Manager x 4 Sessions at \$500 per event	\$ 2,000.00		PAID
TOTAL	\$ 2,000.00	\$ 2,000.00	
Production			
Event Management / Booking Fee x 4 Sessions	\$ 4,000.00		PAID
Riverhead			
Riverhead - Amp + Amp mic (borrow from Scott)	\$ -		
Riverhead - DJ + Vocal Mic	\$ 1,000.00		PAID
Hunting Lodge			
Drum Kit - RBL	\$ 265.00		PAID
Hunting Lodge - Sound + Staging (All Inclusive)	\$ 2,500.00		PAID
Hunting Lodge - CREW	\$ -		ST PAYING DIRECT
Hallertau			
Hallertau - FOH (Peter)	\$ 350.00		AWAITING INVOICE
Hallertau - Sound + Staging (All Inclusive)	\$ 120.00		AWAITING INVOICE
Tasting Shed			
Tasting Shed - Sound (All Inclusive)	\$ -		
TOTAL	\$ 8,235.00	\$ 8,235.00	
Marketing (\$6000 Budget + \$1000 Design)	Announce Mon Jan 18		
Social (10 days from Jan 21)	\$ -		TOTAL SPEND BELOW
Social NWBA, Loop & Event Boosts	\$ 699.96		PAID (REDUCED BY \$750 FROM CONTRACT)
Mediaworks - George FM & The Edge	\$ 3,000.00		\$1,000 PAID TO DATE, \$2000 TO COME
Posters and Flyers for Each venue - Print Co	\$ 253.00		PAID
Loopnews - Digital Database Marketing	\$ 250.00		PAID
Shout - A3 Posters West Auckland	\$ 800.00		INVOICE CHASED
Design	\$ 500.00		PAID
TOTAL	\$ 5,502.96	\$ 5,502.96	
Other			
Barnaby Flights	\$ 613.91		PAID
APRA BARNABY	\$ 75.00		PAID
APRA (\$75 per session, Bailey \$80)	\$ 230.00		SCOTT CHASED
Rider x 4 Sessions	\$ -		
TOTAL	\$ 918.91	\$ 918.91	
EXPENSES	\$ 27,492.96		
TOTAL EXPENSES	\$ 27,492.96		
ACTUAL	\$27,492.96	\$31,616.91	
ORIGINAL INVOICE PAID BY NWBA	\$29,853.00	\$34,330.95	
DIFFERENCE	-\$2,360.04	-\$2,714.04	

Round Table Discussion Topic

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.

Next Steps:

Executive to decide which direction to go in for 2022.

Get LOOP along to June meeting to discuss.

Main points from 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.

7) August Promotional Campaign

There has been a suggestion we should run a promotional campaign in August.

Previously we have had low participation levels with this type of thing so we could try a different approach.

We would provide the ‘infrastructure’; advertising, entry forms, posters, entry boxes, billboards, social media etc for an August promotion across the area where participating business could offer their own prize draws.

- Retailers would sign up to our August campaign and identify the prizes they would offer their customers.
- We would provide branded entry forms, posters and boxes for participating retailers.
- Advertise the overall campaign and individual businesses participating in this across our billboard, website, social media campaign and print media.
- Business would provide their own prizes and conduct their own draws, plus be able to collect the details for their own databases.
- The idea is to provide an easy way for a wide range of businesses to participate.

Estimated costs based on 150 participants:

Entry form box	\$2,810.00		\$19.73 each
200 A3 Posters	\$216.00	\$1.080 each	
200 Entry form pads (50 forms)	\$694.00	\$3.470 each	
Billboards	\$900.00		
Print advertising	use existing promotion in local paper – already budgeted		

Social media advertising	use existing promotion – already budgeted
Targeted social media ads	\$2000.00
Website	no additional costs
Total:	<u>\$6,620.00</u>

Budget line: Business Promotion (\$15,000 pa)

Time line:

June: Promote to members to get sign up – close off applications at end June.

July: Print and organise collateral

July: Start advertising around mid July

August: Promotion of individual businesses offerings and general promotion

Next steps:

Executive to come up with catchy name for the promotion.

Executive to approve the budget for this.

Main points from discussion.

- Don't require entry boxes, funding could be used toward subsidising a prize for participants.
- Get someone in costume, maybe Mark, to hand out flyers promoting event.
- Were there other options for prizes, pre paid cards?
- Promotion about supporting local businesses in North West, so event could be 'Support North West' or something similar.

Next Steps:

- Go out to members in June to get registrations
- Offer prize subsidy

8) New Billboard Skins

We need to replace the skins with something new. Suggestion is we run a campaign to boost Instagram followers.

This would be run from June to July, then could replace the August promotion when that's over.

Samples of possible billboard designs separately attached. These could be reused and shuffled around, there would be 8 different designs.

Cost: \$900

Budget line: Business Promotion (\$15,000)

Outcome

Go ahead with re skins, don't use photo of meal or beer.

9) Whale Tales

We have been asked if we would like to participate in the Whale Tails 'festival'

See attached documents.

Cost: \$10,000

Budget line: to be discussed.

Next Steps:

- Agree to spend up to \$2500 if a partner can be found to pay for the rest of it.
- Find out about purchasing the art.

10) Service & Manufacturing Initiative

Round Table Discussion Topic

We have a \$15,000 budget for an initiative to support the service and manufacturing sector this year.

One suggestion is subsidy for courses as previously been discussed, which could take the form of vouchers for a range of things such and H&S, First Aid, and Business mentoring.

Do executive members have any other ideas we could investigate?

Next steps:

- Survey members about needs
- Come back to next meeting with grants proposal which would see grants of up to \$500 per business on a 50/50 split given for business development.

11) Riverhead Proposal

Paula has requested a time to present to the executive about a proposal they have to develop The Riverhead.

Next steps:

Executive agreed to wait until The Riverhead had been to the community association before having the presentation so the level of community support could be gauged.

12) Website Reskin

- Seeking the executives' views on whether the website needs a visual update – 'reskin'?
- This is not going to fundamentally change the content but rather the look and feel to update it as website operate a bit differently now.

Estimated cost: around \$2000.

Next Steps; Go ahead with reskin and getting some updated photos.

13) Next Meeting?

Round Table Discussion Topic

- It has proven difficult to get everyone to an agreed date and time when we can have a regular meeting.
- It is important executive members can attend the meetings.
- Suggestion is it may be easier to get people there in the evening?

- Alternate between Parakai and Riverhead for venues?

No agreement on next meeting format or date, email to be circulated.

Next meeting physical one, date / time, Venue?

Meeting closed: 7:38pm