

Date/Time: Tuesday 10th May 6pm

Venue: ZOOM

Present: Mark, Guy, Teresa, James, Vicki, Jo, Hayley, Andy.


1) Apologies: Treena, April.

Recommendations: The committee accepts the apologies
Moved: Mark Seconded: Guy Passed

2) Previous Minutes

Recommendations; The committee accepts the minutes of the previous meeting;
Moved: Mark Seconded: Teresa Passed

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

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

[Print this page](#)

Transaction details			
			Expand all
Transaction status	Payee	Payment date	Amount
Processed	Celebrations Group Ltd	Wed 11 May '22	\$1,402.32
Processed	Grow West Ltd	Wed 11 May '22	\$7,302.50
Processed	Grow West Ltd	Wed 11 May '22	\$55.20
Processed	Grow West Ltd	Wed 11 May '22	\$22.14
Processed	Grow West Ltd	Wed 11 May '22	\$20.34
Processed	Grow West Ltd	Wed 11 May '22	\$17.19
Processed	Helensville News 2011 Ltd	Wed 11 May '22	\$488.75
Processed	Kumeu Courier	Fri 06 May '22	\$690.00
Processed	UHY Haines Norton (Auckland) Limited	Fri 06 May '22	\$263.55
Processed	UHY Haines Norton (Auckland) Limited	Fri 06 May '22	\$33.35

Payment details	
From account:	38-9022-0734890-00 Business Edge \$220,968.70
Total amount:	\$10295.34
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.

Celebrations Group	Christmas Tree Storage	\$1402.32
Grow West	Monthly Management Fee & Phone	\$7302.50
ZOOM*	Reimbursement of monthly ZOOM fee	\$22.14
ZOHO*	Reimbursement of monthly CRM fee	\$55.20
Google*	Reimbursement of monthly email fee	\$20.34
MyHost*	Reimbursement of monthly website hosting fee	\$17.19
Kumeu Courier	One page add promoting businesses	\$690.00

Helensville News	Monthly advertising promoting business	\$488.75
UHY Haines	Monthly accounting fee	\$263.55
UHY Haines	XERO Monthly fee	\$33.35

*These are paid for by credit card and reimbursed to Grow West Ltd, there are two sets of invoices for each payment. One from the supplier, and another from Grow West.

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

Moved: Mark Seconded: Hayley Passed

4) Membership

- Database 2nd March. 598 +1 from April

5) North West Heritage Trail

Currently in design and investigation phase.

Next Steps

Committee to discuss quotations and material for publication at June meeting.

6) 2022 Christmas Tree

The design of the tree previously agreed to go ahead with has changed and it is now a 5m high tree, rather than a 4.5m one.

This means it is now more expensive (see email below). Originally we were going to pay \$9,156.00 this is now going to be \$10,400.00 + GST

Our budget will allow this increase in cost.

Recommendations: The committee agrees to the variation to the cost for the tree agreed to in April.

Moved: Mark Seconded: James Passed

7) Matariki Festival

Background

Matariki has 3 main themes

- Remembering those who have passed – those lost in the last year
- Celebrating the present – reconnecting, coming home and celebrating your Turangawaewae. Traditionally celebrating the end of harvest and celebrating full patakapatata
- Planning for the future – sending wishes to the stars

Proposal

This is an alteration to the funding we received from Auckland Unlimited for the North West Family Festival. The funding variation has been agreed to and we need to deliver this by early July.

In 2022 the public Holiday falls on Friday 24 June. We would have a full month of celebrations with main events during the day on Sundays so as not to clash with Saturday kids sports.

A possible schedule could look like;

5th June Helensville Hall and Carpark

Live music, food trucks and craft market in hall. Kids entertainment, face painters, games

12th June Huapai Hub

Live music, food trucks outside area. Collaborative art project in classroom for kids – decorated wishing stars hung and displayed.

19th June Muriwai Surf Club

Live Music, food trucks, kids entertainment. Hangi – employing Rewiti Marae. Fishing competition run by MSFC sponsored prizes.

26th June Kaukapakapa Village Hall and carpark

Live music, food trucks, craft market. Kids art project – river of painted rocks

As well as above:

- a community wide scarecrow making competition with prizes, entrants register, display scarecrows at front gates and are judged by panel in different categories.
- Community planting days – working with local environmental/food bank groups on Saturday afternoons with spot prizes for participants and BBQ supplied at the end of the day. Draw for participating groups to win tools paid for with event funding – prizes purchased from local businesses.
- School Kapa Haka groups invited to attend all events
- Workshops in harakeke weaving

We would endeavour to employ only local musicians, entertainers, PA and event construction companies and businesses. Also to engage and promote local environmental groups, foodbanks and charities so they could use these events to promote and engage with their communities. Talk to these groups about possible projects to benefit their groups and the communities that could be incorporated into Matariki Month. Employ Helensville Recycling Centre to ensure a zero waste policy is complied with at every event. Employ Kumea Arts and Helensville Art Centre to facilitate collaborative Art projects at both Huapai and Helensville venues

Next Steps

Proceed with event as it has been funded.

8) North West Business Awards

Background

The 2021 business awards were launched in early August 2021 and then suspended in October due to a Covid-19 outbreak and subsequent lockdowns.

At that stage we had confirmed 41 finalists, voting had begun and several of the finalists has submitted their written entries online

The new event

We relaunch the event for 2022 and start again.

Steps forward:

1. Contact 2021 finalists to see how many of them would like to remain in the 2022 revised event.
2. Contact 2021 sponsors to confirm their commitment.

3. Advertise for new/more finalists.
4. Confirm 2022 finalists.
5. Start voting anew for 2022 finalists. (All votes received for 2021 will be cancelled).
6. Re-send out written questions for finalists. (2021 finalists will be sent any work they had completed in 2021 so they don't have to re-do written answers).
7. Mystery shop all finalists.
8. Judge written entries.
9. Awards dinner.

Categories

Supreme Award
 People's Choice Award

1. Health & Beauty
2. Hospitality – Contemporary Dining & Bistro
3. Hospitality – Family, Informal Dining & Takeaways
4. Professional Services
5. Manufacturing & Trade Services
6. Retail
7. Recreation
8. Rural Services
9. Not for Profit

This year there are only two special categories (with the removal of the Local Hero / Covid award):

- Best New Business (under 18 months old as a 7/8/20)
- Environmental Award (for best practices towards reducing your businesses environmental footprint).

The committee will have the ability to exclude or combine categories if they feel there is not enough competition in any one category.

KPI's

	2022 targets	2020	2019	2018
Entries – businesses	50	44	47	45
Nominations – number of...	150	145	140	146
Votes received	15,000	15,355	16,599	10,485
Attendance - Awards Dinner	163	163 (max)	182	202
Overall satisfaction of event	9	8.8/10	8.73/10	8.48/10
Likelihood to re-enter event	8.5	8.4/10	9/10	8.5/10
Sponsorship sales	\$12,000	\$9,000	\$7,500	\$4,500

Judging

The proportionate value of the Mystery Shopping component is 50%. A review has been made of the survey questions and some have been removed and the scoring is more balanced for others. The basic questions are the same but have specific differences across industries. Eg. Hospitality v retail v recreation.

Many of the 2020 judges would be retained for 2022, but 2 -3 more would certainly ease their workload. We will also send entries to judges as they are received rather than waiting until all are submitted.

- 10% based on the number of public votes received;

- 40% based on the written submission where each business is asked to outline why they are the best in business. Criteria to be marked against a schedule may include:
 - Strategic goals and how you have achieved them
 - Sales, margins or market milestones you have achieved
 - Major or obstacles you have overcome
 - Community integration and involvement
- 50% based on Mystery shopper survey of nominated businesses

The written submissions will include a mandatory section with details such as age of business, number of staff (FTE's), turnover (in bands), location, social media presence etc. This will more easily enable us to compare apples with oranges. This will still be followed by a series of questions which should be answered in order for the judges to make an assessment.

There will still be scope for additional information and creativity. The format this year will again be entirely online with a word count limit for each question. This will reduce the burden on finalists, remove the exceptionally long submissions, allow for easier and earlier distribution to judges, and ensure that all submissions follow the same format. The online question mechanisms also need to be simplified.

Marketing

What will be required is more one-on-one meetings with business owners and mentoring both through the process as a whole, but especially for the written submissions.

The nomination, entry and submission processes need to be explained in a clearer fashion. This can be hosted on the NWDBA website.

All forms will be digital this year using QR codes to direct people from flyers, posters and messages directly to the nomination and entry forms. QR codes will also eliminate the need for paper votes, as people can take a flyer home and scan it there or in the shop.

More lead time has been given to each stage of the process to avoid the 'compression' which happened towards the end of the event 2020.

Communication Channels

- Website
- Direct emails to last year's database.
- Facebook.
- Posters, nomination and entry forms to shops
- NZDBA communication channels
- Local print and digital media

Budget and Sponsorship

- \$10,000 in sponsorship (cash and kind) was committed from the following sources in 2021:
 - Smith & Partners (\$2,500 cash)
 - The Riverhead (\$5,000 waived full menu costs)
 - KTS (\$500 cash)
 - Hallertau (\$500 value to host finalists briefing +\$500 cash)
 - Presentations Print (\$500 contra printing)
 - Barfoot & Thompson (\$500 cash)

These all need to be reconfirmed. No cash or contra was exchanged in 2021. More new businesses need to be approached for sponsorship in 2022 with a focus on developers, builders and the property industry.

Draft Budget

North West District Business Association					
Best in Customer Service Business Awards 2022					
Budget (Excl. gst)				2022	2020
				Budget	Actual
Income					
NWDBA Grant				29000	29000
Gold Sponsor (Cash + kind)					
Silver sponsors x 1 (Cash + kind)				2500	2500
Bronze Sponsor (Cash + kind)					
Category sponsors (8 x \$500)				4000	1000
Nominees evening Sponsor				0	0
Ticket sales		78	90	7020	7020
Half price finalists tickets		59	45	2655	2655
				\$45,175	\$42,175
Expenses					
<u>Marketing</u>					
Printing				1500	1750
Print advertising				500	0
Mystery shopper				4000	3500
Nominees briefing				0	0
<u>Event costs</u>					
Venue				740	740
Food		163	60	9780	9780
Beverages		163	25	4075	4075
MC - Chris Mac				3300	3600
AV				2100	2055
Photographer				600	600
Decorations (tables, entry etc)				1600	1600
Staff				500	500
Trophys, certificates				2230	2230
Misc				400	400
Event Operational Costs				\$31,325	\$30,830
Management fee				\$16,500	\$16,500
				\$47,825	\$47,330.00
Surplus (deficit)				-\$2,650	-\$5,155

Timeline

Date	Activity	Deliverables	Lead	Support
April	Re-planning	Agree on timing, categories, focus and specifics	MS	NWCBA
April - May	Reconfirm and seek sponsors	Sponsorship \$ Decide categories	MS MS, NWCBA	NWCBA
9 May	Launch. Nominations Open (online only)	P.O.S., media, marketing. Flyer design, online links	MS	MS, NWCBA, PP
27 May	Nominations close	Confirm entries	MS	PP
1 June	Finalists chosen	Poster and voting design, print and online		
7 June (tbc)	Finalists announced at Briefing	Networking, Assigning mentors	MS	All Hallertau
	Voting Opens			
June - July	Mystery Shopping Invite Judges Invite VIP's		Hoed MS NWCBA	MS NWCBA MS
8 July	Voting and Mystery Shopping finishes	Tally votes	MS	
13 July	Judging RSVP's due	Assess entries Dinner confirmed	MS MS	Judges NWCBA
26 July	Awards Dinner		MS	All
August	Project Review		MS	NWCBA

Recommendations: The committee agrees to restart the business awards as recommended.

Moved: Mark

Seconded: Hayley

Passed

9) Post Budget Meeting – Marja Lubeck?

We have been approached by Rodney/Kaipara ki Mahurangi based Labour MP Marja Lubeck's staff to see if we would like to be involved in holding a post budget event on the afternoon/evening of Monday 23rd May.

Is this something we want to be involved with?

This offer was withdrawn.

10) Business Tools and Preparing for an Emergency

New sections have been added to our website as requested at the last meeting.

- Business Toolkit
- New Business Toolkit
- Preparing for and Emergency

These have been promoted through the latest newsletter and will be added to over the coming months.

Next meeting, physical one in Kumeu.



Meeting closed: 7:26pm