

Date/Time: Tuesday 19<sup>th</sup> October

Venue: ZOOM

**Present:** Mark, Andy, Hayley, Guy, Geraldine, Jo, Vicki, Phelan.

**1) Apologies:** Treena, Dion.

*Recommendations: The committee accepts the apologies*

*Moved: Mark*

*Seconded: Geraldine*

*Passed*

**2) Previous Minutes**






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

*Moved: Mark*

*Seconded: Andy*

*Passed*

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

Transaction summary (please check before submitting)				<a href="#">Expand all</a> 
Payee		Payment date	Amount	
Grow West Ltd		Tue 19 Oct '21	\$20.34	
Statement details	Particulars	Code	Reference	
On your account	GW-Google	INV-0174	Email Hostin	
On their account	NWC-Google	INV-0174	Reimburse	
Grow West Ltd		Tue 19 Oct '21	\$7,302.50	
Statement details	Particulars	Code	Reference	
On your account	Grow West	INV-0173	ManagementFe	
On their account	NWC	INV-0173	ManagementFe	
Grow West Ltd		Tue 19 Oct '21	\$223.00	
Statement details	Particulars	Code	Reference	
On your account	GW-ZOHO	INV-0175	ZOHO CRM	
On their account	NWC-ZOHO	INV-0175	Reimburse	
Grow West Ltd		Tue 19 Oct '21	\$17.19	
Statement details	Particulars	Code	Reference	
On your account	Grow West	INV-1072	Web Hosting	
On their account	NWC	INV-1072	Web Hosting	

Grow West Ltd				Tue 19 Oct '21	\$22.14	⚙
Statement details	Particulars	Code	Reference			
On your account	ZOOM	INV-0171	MnthlySub			
On their account	ZOOM	INV-0171	MnthlySub			
Grow West Ltd				Tue 19 Oct '21	\$1,000.01	⚙
Statement details	Particulars	Code	Reference			
On your account	Advertising	INV-0170	ReimbuseFB			
On their account	Advertising	INV-0170	ReimbuseFB			
Grow West Ltd				Tue 19 Oct '21	\$174.48	⚙
Statement details	Particulars	Code	Reference			
On your account	ReimbuseGen	INV-0176	Dropbox			
On their account	ReimbuseGen	INV-0176	Dropbox			
North West Marketing				Tue 19 Oct '21	\$550.00	⚙
Statement details	Particulars	Code	Reference			
On your account	NWMarktnG	NWDBA1021	Social Media			
On their account	NWC Inc	NWDBA1021	Social Media			
William Buck				Tue 19 Oct '21	\$2,139.62	⚙
Statement details	Particulars	Code	Reference			
On your account	William Buck	46689	Auditing			
On their account	NorthWestCou	46689	Auditing			
Kumeu Courier				Tue 19 Oct '21	\$690.00	⚙
Statement details	Particulars	Code	Reference			
On your account	KumCourier	INV-6423	Promotion			
On their account	NWC Inc	INV-6423	Promotion			

Payment details	
<b>From account:</b>	38-9022-0734890-00 Business Edge \$147,703.63
<b>Total amount:</b>	\$12139.28
<b>Processing times:</b>	<ul style="list-style-type: none"> <li>■ 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.</li> <li>■ 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.</li> <li>■ 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.</li> <li>■ 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.</li> </ul>

Email Hosting – Google	INV-0174	\$20.34
Management Fee	INV-0173	\$7302.50
ZOHO CRM, Annual & Monthly fees	INV-0175	\$223.00
Web Hosting	INV-1072	\$17.19
ZOOM	INV-0171	\$22.14
Facebook – Awesome August	INV-0170	\$1000.01
Dropbox Annual Fee	INV-0176	\$174.48
Facebook Marketing Monthly	NWDBA1021	\$550

Auditing – William Buck	46689	\$2139.62
Kumeu Courier Advertising	INV-6423	\$690

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

Moved: Mark                      Seconded: Geraldine                      Passed

**4) Membership**

- Database 12<sup>th</sup> October. 594 +1 from September

**5) Business Awards**

Due to Covid19 uncertainty we need to delay the Business Awards.

Would the committee agree to put everything on hold until we can carry out mystery shopping and a live awards event?

**Action:**

The executive agreed to put awards on hold until they can be completed properly to allow all nominated business to compete properly without the limits of lockdowns.

**6) Draft 2022-2024 Business Plan**

**Background.**

As part of the Business Improvement District program the association is required to prepare a business plan & budget for the financial year to be approved at the AGM.

Because of Covid19 lockdown the AGM is delayed. Our constitution does not have provision for electronic meetings and the government has not yet passed legislation allowing societies to hold AGM's electronically like it did last year. Until this is passed we are unable to hold an AGM.

We need to prepare the plan and as a temporary measure the executive needs to agree to a budget which will be provided to the Council BID team.

**2020 / 2021 Plan**

The current plan is attached. Some parts of the plan are general objectives others are specific outcomes.

The executive needs to consider what areas is wishes to retain, change or modify.

**Discussion**

Is the executive happy with the Vision and Mission Statement on Page 2?

Is the executive happy with the Strategic Plan [Page 3] and its two main directions, do you want anything changed or modified?

Business Plan 2021 – 2023 [Page 4]. Are there any new or modified objectives the executive would like to see in this?

**Budget – see attached draft budget for 2022. Appendix 2.**

Main differences from 2021 budget [Page 5].

- North West Festival – dependant on Covid19.
- Flood relief donations – Income from Give a Little page.
- Income up slightly due to donations.
- Operating expenses are now more detailed to give better clarity around costs.
- Training grants program increased
- Flood support grants, partially funded by donations.
- Township improvement fund discontinued as wasn't being used.
- Social Media budget as separate line
- New Christmas Tree & Annual storage – new line recognising the change we made this last FY due to Covid19
- North West Festival – increased to \$50,000 however this is dependant on Covid19 and final decision of Committee in early 2022.
- Heritage Trail Project budget line reduced to \$10,000 as underspent in FY2021
- New photography for website and advertising as part of website refresh

Is the executive happy with the suggested changes, is anything missed or should be removed or changed?

**Changes to Plan & Budget.**

- Replace New Zealand with Auckland's ... playground etc in Vision.
- Resilience and recovery from the effects of climate change, natural disasters and pandemics - Challenges
- Bounce back with business post pandemic – Opportunities
- Business Plan – Promoting our District
  - Assist in forming a West Auckland Tourism Cluster Group.
  - Actively work with Auckland Unlimited to update the Visitor Destination Management Plan.
- Business Plan - Helping Grow Business
  - Assist businesses with addressing climate change through tools that allow measuring carbon emissions, how to become carbon neutral, and assistance with certification schemes and government support.
- Other Discussion
  - Run a photography competition to get some great images of the area.

**Recommendations:**

- *The committee approves the draft Business Plan & Budget for the 2021 AGM*
- *Approve the budget as agreed in the draft Business Plan as the interim budget until it is approved at the 2021 AGM.*

*Moved: Mark*

*Seconded: Jo*

*Passed*

**7) Letter to Marja Lubeck MP & Stuart Nash Minister of Small Business**

**Background**

The current lockdown is hugely damaging to businesses that are unable to open and operate normally including hospitality, health, beauty and retail sectors. There is a risk that level three could drag on and we need to lobby the

government to allow businesses to open and safely operate using a range of measures that require government mandates and support.

We have surveyed members on support for Getting Business Back in particular around a range of tools supported by government to enable hospitality businesses to operate without seating number restrictions using vaccine passports and health, beauty and retail sectors to open with mask & PPE mandates, and businesses to have the option to be able to legally require employees to be vaccinated.

Feedback has supported the following:

14 Responses to date. Almost total support for the measures surveyed.

**Recommendations:**

- *The committee approves a letter highlighting concerns about some sectors being unable to open and the huge cost to these businesses and makes the following suggestions about ways the government could support them in getting re-opened.*
- *Support writing a letter to relevant minister, and local MP's Marja Lubeck and Chris Penk.*
- *Put out a suitable press release.*

*Moved: Mark*

*Seconded: Guy*

*Passed*

**8) Flood Relief Fund**

We have paid the following flood relief grants of \$1000 each. These were well received.

We also received a very generous donation of \$284 from River Valley Meats who gave a share of their sales towards flood relief.

The Hair Collective	\$1000
Fitness Factory	\$1000
Ruby Nails & Hair	\$1000
Pwr Fit Studio	\$1000
Bowring Print	\$1000
The Green Grocer	\$1000
Bridgestone Kumeu	\$1000
Sticky Johnston Surf Wax	\$1000
Total to date	\$8000

**Recommendations:**

- *Thank River Valley Meat for their generous donation.*

*Moved: Mark*

*Seconded: Geraldine*

*Passed*

**Next meeting physical one, date / time, Venue?**

Meeting closed: 11:02am

## BUSINESS PLAN 2021-2023

### VISION

The North West – New Zealand’s creative playground and premiere place to live, work and do business and the location of choice for Aucklanders looking for a new experience.

### MISSION STATEMENT

Inspiring and enabling businesses to thrive in Auckland’s Creative Playground.

### COMPETITIVE ADVANTAGE

- History - A history of early habitation, adventurous and spirited people.
- Environment - It offers a beautiful natural environment that helps visitors escape, unwind and connect with nature. Sweeping from coast to coast with rolling hills, forests and waterways.
- Food Experience - The place where Auckland’s best quality food, wine and beer is produced.
- Spirit - Passionate spirited people, who are adventurous, express themselves and strive to deliver exceptional experiences.
- Adventure - A chance to discover new places, meet new people. It offers exhilarating experiences that will ignite the senses.
- Lifestyle – A great place to live with a strong community.

### VALUES

- Adventurous - we are positive, we challenge, we explore, and we express ourselves passionately.
- Welcoming- We are down to earth, friendly and helpful.
- Supportive - of each other with a strong sense of community.

### OBJECTIVES

- Become the network connector for businesses in the North West.
- Provide relevant and timely support and information to members.
- Promote the North West as Auckland’s creative playground.
- Celebrate the cultural history of our area.
- Create a strong business brand of North West Country.
- Provide strong and transparent operational foundation.
- Become the face and voice of the business community.

### CHALLENGES

- Transport connections.
- Communicating the vision.
- Geographic spread of North West area.
- Appearance of our commercial centres ie: signage clutter.
- Perceptions around the value the Association can add and getting support from existing members.
- Enhancing the value and perception North West Country adds.

### OPPORTUNITIES

- Northwest's offering closely matches all the desires of Auckland day trippers with a huge range of activities.
- North West is seen as unknown but full of potential and therefore offers visitors a sense of new discovery.
- The North West is closer to Auckland than many people realise.
- There is a huge untapped audience in Auckland ready to be wowed.
- New commercial and residential developments and growing local population offer opportunities for existing business reasons for new businesses to set up in the district
- Building on the things we do well now eg: adventure tourism.

## STRATEGIC PLAN

### HELPING GROW BUSINESS

Provide relevant information to members about the association's activities and the opportunities for promotion and assistance.

Continue to develop the Business Excellence Program for members by adding relevant promotion, training opportunities, mentoring and support to help grow their businesses and encourage them towards participating in our annual business awards.

Develop a quarterly networking and seminar program for businesses across the district. Engage with members through quarterly surveys to allow them to share ideas and issues with the association.

Create value for members to build both general and associate membership.

Engage with organisations, agencies and council to advocate on behalf of the business community.

### PROMOTING OUR DISTRICT

Make the North West Country brand instantly recognisable.

Work with local government, businesses, agencies and iwi to improve our townships and key destinations.

Incorporate the history of our district and creative sector as part of our promotional program.

Investigate an additional annual event that promotes the business services and manufacturing sector of the North West

Develop the website to provide better information for tourists to the area.

## BUSINESS PLAN 2021-2023

### HELPING GROW BUSINESS

Provide relevant information to members about the association's activities and the opportunities for promotion and assistance.

- Purchase Market View Data for 2021.
- Continue to improve accuracy of database.
- Ensure we have got all eligible members signed up to the association.

Continue to develop the Business Excellence Program for members by adding relevant promotion, training opportunities, mentoring and support to help grow their businesses and encourage them towards participating in our annual business awards.

- Investigate offering training vouchers for members for online courses.
- Lift participation in 2021 Business Awards
- Raises engagement with business promotional program in local papers and social media

**Engage with organisations, agencies and council to advocate on behalf of the business community**

- Ensure the association understands the issues affecting its members.
- Be a strong advocate both at local and national government level on behalf the association's membership.

### PROMOTING OUR DISTRICT

**Make our brand** instantly recognisable.

- Complete Kumeu entrance project.
- Ensure our online presence is up to date and relevant.
- Issue window stickers to all businesses.
- Continue online advertising to raise profile of area.
- Hold events that raise the associations profile and recognition.

**Work with businesses, agencies and iwi** to improve our townships and key destinations

- Work with council agencies and the Local Board to improve the look and feel of our townships.
- Support the implementation of the Kumeu Huapai Centre Plan and the town centre upgrades in Helensville.
- Investigate partnerships with businesses, council and other agencies to progress town centre improvements.
- Purchase additional Christmas Trees for another town centre and support the Light Up the North West event.
- Offer a township improvement fund to work with business and council to improve the appearance of our townships.

**Incorporate the history of our district** and creative sector as part of our promotional program

- Start work on a historic trail through the North West using post & QR code with access to visual and audio online. Unused budget will be rolled over so this can start without requiring grants. The first areas will be Riverhead and Helensville.

**Promote the District to Visitors**

- Hold a series of evening concerts at the Huapai Hub to encourage people into the town centre.



- Change the format of the North West Festival to lower the financial risk around COVID19.

## NORTH WEST COUNTRY 2021/2022 ANNUAL BUDGET

### INCOME

Associate Membership Fees	\$6,000.00
BID Targeted Rate	\$180,000.00
North West Festival	\$20,000.00
Carried over funds unspent from 2020 due to Covid19	\$15,000.00
<b>TOTAL INCOME</b>	<b>\$221,000.00</b>

### OPERATING EXPENSES

Accountancy Fees	\$3,200.00
Audit Fees	\$1,800.00
Insurance	\$600.00
Office Expenses & Printing	\$800.00
Software Subscriptions (ZOHO, Google)	\$1,200.00
Management Contract Fee (incl phone & vehicle costs)	\$76,200.00
Meeting & AGM Expenses	\$200.00
Email & Web Hosting	\$1,500.00
<b>TOTAL OPERATING EXPENSES</b>	<b>\$85,500.00</b>

### OVERHEADS

#### Helping Grow Business

Business Promotion - Business Excellence	\$20,000.00
North West Business Awards - Business Excellence	\$35,000.00
Training Grants Program	\$2,000.00
Website Development - Member Services	\$2,000.00

#### Promoting Our District

Township Improvement Fund - Working with Business	\$12,000.00
North West Festival Summer Series	\$40,000.00
Christmas Decorations 2021	\$7,000.00
Event Support Fund	\$10,000.00
Heritage Trail Project	\$12,000.00
<b>TOTAL OVERHEADS</b>	<b>\$140,000.00</b>

### TOTAL EXPENSES

**\$225,500.00**

Appendix 2 Draft Budget.

**Income**

Associate Membership Fees	\$4,000.00
BID Targeted Rate	\$185,000.00
North West Festival	\$50,000.00
Flood Relief Donations	\$6,000.00
Total Income	\$245,000.00

**Operating Expenses**

Accountancy Fees	\$2,748.00
Audit Fees	\$1,860.00
XERO Accounting Software	\$330.00
Bank Changes	\$50.00
Management & Phone Costs	\$76,200.00
Insurance	\$550.00
Office Expenses & Printing	\$800.00
CRM System Zoho	\$980.00
Email & Web Hosting	\$450.00
Meeting & AGM Expenses	\$200.00
Zoom	\$235.00
Total Operating Expenses	\$84,403.00

**Overheads**

**Helping Grow Business**

***Economic Development***

North West Business Awards	\$35,000.00
Training Grants Program	\$4,500.00
Flood Support Grants	\$10,000.00
Website Development	\$1,800.00

**Promoting Our District**

***Advertising & Promotion***

Social Media Marketing	\$8,000.00
Business Promotional Program	\$20,000.00
New Christmas Tree & Annual Storage	\$10,000.00
Event Support Fund	\$10,000.00

North West Festival 2023	\$50,000.00
Heritage Trail Project	\$10,000.00
New photography for website/media	\$1,000.00
<b>Total Overheads</b>	<b>\$160,300.00</b>
<b>Total Expenses</b>	<b>\$244,703.00</b>
<b>Net surplus</b>	<b>\$297.00</b>