

August 2018 7:30pm

Present: Tony Forlong, Paula Pepperell, Karen Allen, Phelan Pirrie, Shona Oliver, Geraldine Bayly, Cameron Brewer.

## 1) Apologies.

**From: Matt, Dion, Stewart**

*Resolution;*

i) *The committee accepts the apologies*

*Moved: Tony      Seconded: Geraldine      Carried*

## 2) Accounts for payment: as per Dropbox and spreadsheet attached.

*Resolution;*

*The committee agrees to pay the invoices/statements on the attached spreadsheet.*

*Moved: Tony      Seconded: Shona      Carried*

## 3) Appointment of Finance Review Group and account signatory.

- Committee needs to appoint a subcommittee to review accounts each month prior to meeting.
- This involves reviewing monthly accounts sent via Dropbox.
- We need a new signatory to the bank account. Payments are done online so they must be able to use ASB's online banking system.

*Resolution;*

i) *The committee agrees to appoint the Tony & Shona along with the manager to the finance review group*

ii) *The committee agrees to add Shona Oliver as a signatory to the associations bank account;*

*Moved: Tony      Seconded: Geraldine      Carried*

#### 4) **Managers Update** – see Project Monitoring Sheet for detail.

Selected highlights:

**Van Sale** – Dion having signwriting removed. There will be a cost. When this is done the van will be disposed of at market price.

**BID Program** – three meetings cancelled so hoping to meet with council BID team this month. Have list of properties and will review this to check against BID zone to ensure everyone in the zone is paying the rate.

**Members discounts** – still working through options, a few dead ends and banks not interested in giving preferential card processing rates however will still keep working on this. Fuel costs identified as issue so working on discount card deal. Plan is to have various offers will be rolled out over coming months.

**Member Survey** – poor response to date, will keep on this for another month to try and get at least 100 responses.

**BFWF** – Loop should have announcement shortly on acts. Depending on who we get may determine whether I seek an overall sponsorship deal. If this happens it means we can invest in another event, possibly at Parakai. Will bring back to committee when act confirmed.

**Waste recovery** – met with Helensville Waste Recovery centre manager. Proposal to offer inorganic collection service to members. Also could look at 'resource swap' and 'labor bank' services using NWC member portal. Other options include complete loop recycling and packaging deals i.e. bulk purchasing recycling packaging and collection of waste.

**New project** – would like to gauge interest in North West Winter Burger Festival competition from committee. Loop could assist with organization of this as a district wide competition lasting a month or two over winter. Would involve a wide range of food businesses from retail to wholesale.

#### 5) **Business Promotion Package**

##### **Background**

As part of improving member services a proposed package has been put together. The intention is to 'cross pollinate' over all our platforms from print, web, app and social media so there's a joined-up approach to promotion.

The intention is to ensure each month there is a range of business types, retail, hospo, wholesale, service.

## **Proposal**

This would involve featuring six businesses each month in either the Helensville News or Kumeu Courier. This would take the form of an interview or Q&A with business owners so it's focusing on the people behind the businesses. The interviews would be done independently.

Part of the package would include discounted ongoing advertising in both papers.

Participants would get an online check-up to ensure participants are on social media, are online and have been optimized for google searches.

They would be promoted through social media on both Facebook and Instagram.

The app would be modified to allow businesses to post promotions using an upgraded members portal (separate section to our website), alerts would pop up on the app that would offer specials or promotions for businesses. There would likely be an option to pre-book slots on the app to avoid spamming the app with too many promotions on one day.

## **Costs**

Kumeu Courier - \$1,200 + gst for the double page spread – NWC subsidise

Helensville News - \$850.00 +gst for a double page spread – NWC subsidise

Online health check - \$50 per business – user pays compulsory as part of package.

*Resolution;*

- i) *The committee agree to trial the business promotion package for three months and then review impact.*

*Moved: Tony*

*Seconded: Cameron*

*Carried*

## 6) Consolidation of IS

### Background

Currently the associations website is more 'retail' or visitor focused and it is difficult to neatly integrate member services into this set up. We have a number of separate companies doing different parts of our IS.

The CRM sits apart from the website and there is not option for members to update their own information.

The app hasn't fired because there may not be enough incentive for either businesses or users to download it and use it frequently.

Integration of social media, the app and website is ineffective.

### Proposal

All IS is combined under one umbrella with Utopia.

The current website is solely run as a promotional website and a new portal is created for members where they can log in and access services.

The CRM system is combined with the site and a member interface created to allow them to update information using the portal.

Modify the app to allow members to use the portal to 'book' advertising space for promotions, combine this service with the member promotion service and website.

Use member portal to add services over time.

Note: Detailed proposal is on committee Dropbox link under 'Projects'.

### Costs

Utopia - Task Budget Estimate Timeframe. Each part will be quoted on.

- Centralised CRM \$1800 August
- North West Country website \$2500 October
- Buy Local App \$1500 October
- Member portal \$3800 September

*Resolution;*

- i) *The committee agree to proceed with consolidation as proposed within a budget of \$10,000 over the next three months. If the combined quote comes to more than this amount it will need to come to the committee for approval in September.*
- ii) *The committee agrees to put the NWC App on hold and withdraw from use.*

*Moved: Karen*

*Seconded: Paula*

*Carried*

## 7) Associate Membership Rate

### Background

Currently business from outside the BID area are not paying a membership fee to belong to the association, these businesses are receiving communications from NWC, have been allowed to participate in the organisations activities such as the annual awards, advertising features and other benefits.

The argument for not charging a fee was the perceived lack of benefit for paid membership.

Given the number of businesses participating in activities like the annual awards that were not paying members it appears the time has been reached where associate membership gives enough value to warrant it being paid for.

### Proposal

Looking at other associations there are a range of options from tying fees to turnover or numbers of staff, through to flat fees.

The suggestion is that for simplicity we look at a two-tier rate for the next two years and reassess this in 24 month's time.

**Standard Membership** \$280pa + GST pro rata until June 30<sup>th</sup> following year.

### Benefits

- Business Directory and NWC smart phone App listing.
- NWC Discount Schemes.
- Regular communications on events and activities in the district.
- Ability to participate in general promotional advertising\*.
- Participate in Annual Business Awards.

**Premium Membership** \$480pa + GST pro rata until June 30<sup>th</sup> following year.

## **Benefits**

- Business Directory and NWC smart phone app listing.
- NWC Discount Schemes.
- Regular communications on events and activities in the district.
- Participate in promotional advertising and NWC Business Promotional Package including App promotions.
- NWC Resource Recovery Scheme\*\*
- Participate in Annual Business Awards.
- Participate and exhibit at any NWC events or festivals.

\*Does not include NWC Business Promotional Package or app portal access.

\*\*Conditions apply depending on location of business for some parts of scheme

There was discussion about whether this needs to be ratified at an AGM, reading of the constitution subsequently indicates the committee has the ability to make this decision.

## *Resolution;*

- i) *The committee agree to set the associate membership rates at two tiers, Standard Membership at \$280+gst pa and Premium Membership at \$480+gst pa with benefits as listed above.*

*Moved: Geraldine*

*Seconded: Shona*

*Carried*

## **8) General Business**

- Tony raised possibility of Southern Cross package – manager to look into this as part of member package.
- Paula raised Paymark data and how to share this with members – will be included in upcoming newsletter.
- Question was asked about who took the cruise prize, manager to confirm.

**Meeting closed: 9:35pm**

*NorthWest*  
COUNTRY

**MINUTES**