

DATE/TIME: TUESDAY 18TH DECEMBER 12:30PM

Venue: Hallertau

Dion Tilson chairing.

1) APOLOGIES.

Paula Pepperell, Tony Forlong, Karen Allen, Shona Oliver, Conny Peterson

Recommendations; The committee accepts the apologies

Moved: Dion Seconded: Hayley Passed.

2) UPDATE FROM LOOP ON NWF

Mikee from LOOP attending meeting to give committee update on North West Festival.

See separate document.

Move that Mikee & Dan thanked for report and actions be accepted and agree to the following actions:

- *NWC to organize 'kids zone'.*
- *NWC to organize two flags with branding for sides of stage.*
- *NWC to get people to help with buses in exchange for free entry.*
- *NWC to look into cups for drinking water.*

Moved: Geraldine Seconded: Hayley Passed.

3) PREVIOUS MINUTES

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

Moved: Hayley Seconded: Liv Passed.

Matters arising: BID Managers contract to be provided to committee members. Tony not present to address this request, to be address at next meeting.

4) ACCOUNTS FOR PAYMENT: as per Dropbox.

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

Moved: Bernie Seconded: Geraldine Passed.

5) MEMBERSHIP

KAUKAPAKAPA	8
HELENSVILLE	117
PARAKAI	14

WAIMAUKU	31
KUMEU / HUAPAI	239
RIVERHEAD	17
TOTAL	445 (NO CHANGE)

6) MANAGERS UPDATE.

- Van Sold for \$20,000.
- Members Portal will go live in New Year. Decided it was easier to do it then when people would be more likely to pay attention to coms on it because they need to log in.
- There has been discussion in Helensville about lack of Christmas decorations, is this something the association wants to consider? Flags have been expensive to install, cheap to produce.
- Christmas Parades.
- \$17,700 grant from Waste Minimisation Initiative Fund successful will be sitting down in New Year with Helensville Recycling Centre to progress plan (in Dropbox folder under Projects).
- Mark Shearer is having an operation with will delay the NW Awards by approximately a month. I will be meeting with Mark in the New Year to discuss sponsorship, venue and format including categories. Do members have any issues they want addressed?

Recommendations; The committee accepts the managers' report and agree the following actions.

- *Management of NW Awards needs to be tighter.*
- *GANTT Chart for event with defined time lines and KPI's.*
- *Clear budget prepared.*
- *Manager to meet with Mark Shearer to discuss and report back to the exec in February.*

Moved: Geraldine

Seconded: Hayley

Passed.

7) HELENSVILLE TOWN CENTRE IMPROVEMENTS

Geraldine to give update on Helensville Town Centre Improvements.

Designs are themed around river.

Colour pallette options and designs to be presented to iwi for comment.

Awaiting NZTA approval before moving to budget preparation.

12 Seats as part of upgrades to be individually themed.

8) PETROL VOUCHERS FOR COMMITTEE MEMBERS

Bernie would like to discuss whether committee members should get a \$50 fuel voucher for attending meetings as an incentive to come along.

Background:

Some other committees provide members with fuel vouchers to cover costs.

Members giving up time voluntarily.

School Boards do a similar thing.

Members had various opinions and in the end the decision was not to progress the suggestion at this point.

Further discussion was had about moving meetings around. Manager to arrange meetings in different locations and a poll will be done on preferred times.

9) 2019 WORK PROGRAM

Is there anything we need to be doing that's not included in the 2019 work plan?

BUSINESS PLAN 2018/2019

HELPING GROW BUSINESS

PROMOTING OUR DISTRICT

Help our businesses understand their market better through customer data collection using the app, service feedback, social media behaviour, market view reports and other market data collection.

- Develop regular reporting of market trends in the district.

Make our brand instantly recognisable.

- Complete the entryway sign project.
- Ensure our online presence is up to date and relevant.
- Issue regular media statements to raise the level of awareness of the association and its activities.
- Develop an annual event that covers the whole of the district.

Develop a business excellence program for members with relevant promotion, training opportunities, mentoring and support to help grow their businesses and encourage them towards participating in the business awards.

- Partner with education providers to run training programs.
- Lift quality of service experience of members.
- Raise participation of members in social media platforms.

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

- Work with council, agencies and the community to improve the look and feel of our townships.
- Develop regular contact with sector groups and iwi to improve communication.

- Develop a promotional program that helps all types of business.

Develop a regular networking program for businesses across the district to help NWC engage with its members and for them to share ideas and issues with each other and NWC.

- Local meetings with either training opportunities or presentations to engage with members and encourage associate membership.
- Engage with members and seek feedback from members to ensure our activities are relevant.

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

- Incorporate cultural history in our promotions.
- Grow the current signature event and look at opportunities to create new events, or partner with existing ones in the district.

Create value for members and build associate membership.

- Develop a package of member benefits e.g. group discounts.
- Increase paid associate membership.

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 nation government level for the association's membership.

10) GENERAL BUSINESS

Andy raised 'Chill in the Ville' which is proposed for March 16th. Not asking for financial support at this point but could materials from North West Festival be used and the event promoted at the festival. Andy to bring proposal to next meeting.

Meeting closed: 2:10pm