

draft

Date/Time: Wednesday 20th February 6:30pm

Venue: Hallertau 'Red Room'

Present: Bernie, Shona, Hayley, Cameron, Tony, Phelan, Mark, Dion, Liv, Geraldine, Paula, Dion.

1) Apologies.

Conny, Andy, Karen

Recommendations; The committee accepts the apologies

Moved: Tony Seconded: Hayley Passed unanimously

2) Previous Minutes

Note: Some members unable to access Dropbox, a new invitation has sent and members to notify manager if any issues.

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

Moved: Tony Seconded: Bernie Passed unanimously

3) Accounts for payment: as per Dropbox.

Bernie asked about;

Pink Apple invoice (\$500). This is for networking event management.

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

Moved: Tony Seconded: Bernie Passed unanimously

4) Membership

Note: Bernie asked who additional members were, these will be identified in future report. Also questioned why number had gone down? this is because of continued reconciliation of businesses on the list who are 'out of the BID zone' and not joined as associate members.

Kaukapakapa 8

Helensville 117

Parakai 15

Woodhill	2
Waimauku	31
Kumeu / Huapai	241
Riverhead	17
TOTAL	431

6 new associate members

5) Managers Update.

- NWF – feedback from committee on North West festival.
- Members Portal – update on March launch of portal.
- Website changes – discussion about proposed website changes.
- Waste Minimisation Scheme – briefing on meeting with Helensville Community Recycling Centre.
- Member advertising.
- Networking events. Update on events.
- Feedback on council plans – how do we want to collect members opinions and provide feedback?
- Deputation to Rodney Local Board

Recommendations; The committee accepts the managers' update;

Moved: Dion Seconded: Geraldine Passed unanimously

6) North west business awards

Background

Following January meeting executive resolved to direct manager to work on contract and business plan with Mark Scherer.

Mark has produced documents attached. Budget, contract, business plan.

Discussion

The previous two years Cherry Events has not managed to secure the planned sponsorship and had concerns about not covering costs.

Half the tickets are free, effectively reducing revenue by almost \$10,000. Would a nominal charge mitigate this and the sponsorship shortfall or is it important to 'give something back' to members?

A suggestion to meet any budget shortfall is for Cherry Events to indicate in advance what changes it could make to the event to mitigate this, including charging a reduced rate for tickets instead of them being free, and looking at other options.

The 'Event Agreement' appears to be OK technically, but had no legal opinion on it, this may not be necessary as the executive's objective was to have something formal to measure KPI's against.

KPI's in the 'Event Agreement' are lower than last year and this is probably not what the association wants. The objectives are to raise awareness of members publicly and engage with our membership while lifting excellence.

Proposed categories are:

- Supreme Award
- People's Choice Award
- Business & Professional Services
- Health & Beauty
- Hospitality – Licensed
- Hospitality – Non-Licensed
- Manufacturing & Trade
- Retail
- Recreation
- Rural Services

Does the executive think this is adequately reflective of the business community or should these be changed or added to too improve engagement and more representative?

What does the executive want to do about the venue? Options are limited as a larger venue is possible, but it may require catering and associated costs which would not fit within budget. Mark looked at another venue however food would not be at the same standard as the current venue. If the decision was made to charge a moderate fee for tickets then this may moderate numbers and having a 'it will sell out quickly' approach may ensure we fill seats if this approach is taken.

The supplied business plan appears to be from 2017 and needs to be updated. This has been requested from Mark, it will need to be attached to the 'Event Agreement'.

Issues discussed at meeting:

Categories being representative. Could they be matched to tables at events.

Number of attendees, Riverhead only has comfortable capacity for 180 people.

Sponsorships, some businesses not approached to be sponsors and some may prefer to do this rather than enter.

Final payment to Cherry Events conditional on meeting KPI's (in contract).

Streamlined questions, mystery shopping better aligned with business activities

Recommendations

The 'Event Agreement' be modified to reflect higher KPI's and associations objectives. Higher level of engagement with both businesses and public is an objective. These are: Nominations 200, Attendance 180. This is to be signed by Manager & Mark Scherer.

The Business Plan be updated for 2019 and added along with the budget to the 'Event Agreement' as part of the objectives.

The Executive suggest the following categories for consideration by Cherry Events:

- Supreme Award
- People's Choice Award
- Health & Beauty
- Hospitality
 - Café & Bistro
 - Casual & Family
 - Contemporary Dining
 - Informal & Takeaway
- Professional Services
- Manufacturing Services
- Trade Services
- Retail
- Recreation
- Rural Services
- Not for Profit

The Executive agree on the following venue: The Riverhead

Reduction of Mystery shopping to one visit rather than two.

Date to be end of July 2019.

Nominated businesses will have option of two half price tickets.

Recommendations; The executive committee agrees to the recommendations listed.

Moved: Dion

Seconded: Geraldine

Passed unanimously

7) General Business

Resignation: Conny Peterson has resigned. This was accepted by the exec. They will move to co-opt another representative from Waimauku to the committee.

Election of Deputy Chair: Dion nominated Geraldine Bayly, no other nominations provided.

Recommendations; The executive committee accept the nomination of Geraldine Bayly as deputy chair.

Moved: Dion

Seconded: Hayley.

Passed unanimously

Attendance at A&P Shows: Bernie suggested the association should have a presence at the Helensville A&P Show and Kumeu Show. Discussion about what form this would take and also idea of making branded gazebo's available for members to use

at events (in general). The exec agreed to participate in the 2020 events and manager will go and work on options for future meeting.

Recommendations; The executive committee agree that the association will participate in the 2020 Helensville A&P show and Kumeu Show.

Moved: Bernie

Seconded: Dion

Passed unanimously

Meeting with Molly Whittingham – Kumeu Village Body Corporate Chair: Manager met with Molly to discussed their sign request. Discussion focused on integration of village with neighboring development and improved planting and signs at entrance to shops.

Suggestion is that the association consider funding an overall integrated/themed planting guide and design plan for signs which could be used for gateway signs, public area planting, and by council, Auckland Transport, NZTA, property owners and body corporates that wished to be involved with improving the look and feel of Kumeu.

This would only be considered if the council and government agencies would come on board, and Kumeu Village body corporate agreed to fund the planting and associated work on their property.

Manager to do more work on this for next meeting if Kumeu Village agrees to funding planting work.

Discussion about ideas to assist industrial business who currently don't feel association offers them any benefit. Exec members to come to next meeting with ideas.

Meeting closed: 8:36pm