

Executive Committee Meeting Minutes

Wednesday 31st January 2018

7.00pm meeting

Venue: The Riverhead

Attendees: Tony Forlong (Chair), Geraldine Bayly, Paula Pepperell, Fletcher Clarke, Dion Tilson, Karen Allen

Also Present: Gary Holmes (NWDBA Manager), Jenny Murray (NWDBA Member Services and Support Manager)

Business Meeting Commenced 7.06pm

Apologies:

Apologies from Stewart McLachan, Hayley Plowman, Shona Oliver, Elke Ryan, Phelan Pirrie

1. Confirmation of minutes of Thursday 23st November 2017 Committee Meeting

The minutes from the Thursday 23st November meeting had been circulated.

Resolved: That the minutes from the Committee meeting held on Thursday 23rd November be accepted

Moved: Tony Forlong

Seconded: Geraldine Bayly

Passed

Manager's Report

1. North West Wine, Beer & Food Festival

Ticket sales have been very steady with higher revenue in comparison to the same time as last year. Wine, beer and food vendors are all confirmed. Children's entertainment has been arranged with some funding required towards junior rotary to oversee the kid's zone.

A flyer has been put together showcasing the wineries and breweries for the event. The Edge radio has been promoting the event with giveaway tickets through promotional trailers, The Edge website events page and face book. 2 complementary tickets will be allocated to each committee member

2. Chill in the Ville

The Chill in the Ville event was held on the 9th December with around 450 attendees, previous years had numbers at around 200 attendees. A suggestion was made that next year's event be held at a different time of the year with early December being a busy time of the year with Christmas functions.

3. Community Newspapers

Full page advertising in the February edition will include a column from the Chair, Business Award nominations and highlighting the Beer, Wine & Food Festival

4. Business Awards

There have been over 100 nominations received to date. Sponsors for the event are currently in the process of being finalized.

5. Mobile APP

Marketing collateral is in the process of being finalized and a trial run will take place with a number of businesses before aiming to go live on the 1st March. We will have some substantial prizes to encourage people – 3 day cruise and luxury 2 day weekend package from Love My New Zealand.

6. Update on Holly's Petition

Following some discussion in regards to the letter received from council dated 18th December 2017. It was recommended to schedule a meeting along with the Council, The Chair, Gary Holmes and Grant Hewison (Lawyer) to clearly outline the situation and discuss the implications of holding a ballot and any costs that may involved.

Resolved: That a course of action be taken and the meeting to take place before the next committee meeting on Thursday 15th February

Moved: Paula Pepperell Seconded: Geraldine Bayly Passed

7. Finance Report

Accounts for post – approval (paid since last meeting)

ITEM	AMOUNT
Presentation Prints – Printing Flyers	\$820.48
Aon Insurance – Van Insurance	\$943.70
Grant Hewison – Legal advice	\$3,179.75
Alternate Instinct – web hosting	\$57.49
North West Marketing – Social Media	\$632.50
MPS Investments – bottled water	\$782.46
Diamond & Kowhai – Chill in the Ville	\$7,360.00
NZ Today – Advertising	\$416.95
Speedy Signs – Info Centre signage	\$2,877.30
NZ Today – advertising	\$454.25
Kaipara Coast Landscaping – Helensville Centre Plan	\$4,180.25
Helensville News – advertising	\$548.55
Copy & Print Helensville – Advertising	\$287.50
G. Holmes – Jenny mileage, Chille In The Ville expenses	\$1,902.01

Accounts for pre-approval (to be paid)

North west Marketing – Social Media	\$1,265.00
Alternate Instinct – Web hosting	\$57.49
G. Holmes – Wine & Food Festival exp, Pop Up, mileage	\$1,198.53
Presentation Prints – calendars	\$2,978.85
Jenny Murray – mileage	\$603.68

Party & Fun – Wine & Food Festival games	\$290.00
Printer Consumables & Services – printer cartridges	\$463.50
The Gannet – Advertising	\$690.00

Resolved:

That the financial report was discussed and the accounts for payment be approved

Moved: Tony Forlong

Seconded: Karen Allen

Passed

8. Helensville Town Centre Plan

The next steps will be to hold a meeting with Council members and NZTA. A suggestion was made to hold separate meetings with both to speed up the process. The manager is to seek a deputation with the Rodney Local Board to update them on progress.

9. Recent criminal activity in the North West

In regards to recent burglaries in the area some discussion was held in regards to how we educate people on crime prevention, security and safety. The Manager will progress the following and report to the next meeting:

- Working with local police to put out community & business messages through social media with a “Tip of the week”
- Consider endorsing a CCTV provider with a special deal for members

10. BNI North west

The next meeting for BNI will be held on Tuesday 20th February. A discussion was held that NWC look at promoting the business network meetings throughout social media and consider becoming a core sponsor of these worthwhile sessions.

Meeting Closed 8.10pm

These minutes are approved as a true and correct record:

Tony Forlong, Chairman _____ Date _____