

Date/Time: Thursday 16<sup>th</sup> Jan 2019

**Venue: Parakai Springs**

**1) Apologies.**

Hayley, Karen

*Recommendations; The committee accepts the apologies*

*Moved: Tony*

*Seconded: Shona Passed*

**2) Previous Minutes**

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

*Moved: Andy*

*Seconded: Shona Passed*

**3) Accounts for payment:** as per Dropbox.

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

*Moved: Tony*

*Seconded: Shona Passed*

**4) Future meeting times**

Executive to discuss future meetings.

Should the meetings be at different venues each month?

What day/time can everyone attend meetings?

*Recommendations; That Executive committee meetings will be held on; Third Wednesday of the month at 6:30pm*

*The venue for the meetings will be moved around each area.*

*Moved: Bernie*

*Seconded: Geraldine*

*Passed*

**5) Membership**

Kaukapakapa 8

Helensville 117

Parakai 14

Waimauku 31

Kumeu / Huapai 239

Riverhead	17
<b>TOTAL</b>	<b>445 (No change)</b>

**6) Managers Update.**

- Progress Report sheet updated, now in drop box. Will work to have the new budget aligned with financial reporting and included in the progress report so committee can track spending.
- Would like to get window stickers done for businesses so these can be distributed with membership pack and launch of portal info.
- NWF; Kids zone organized LOOP to employ two people to manage the kids zone. 2x 4m high banners organized to promote area/brand/assn at event.

Vendors probably going to be using Innocent Packaging (compostable packaging) to provide closed loop recycling at event. Innocent provide a collection service. NWC would coordinate packaging for those business who don't already use Innocent – this would involve NWC opening an account to order centrally and being reimbursed for orders.

Need volunteers for buses, you would get free tickets to event.

One of the wine vendors West Brooke has asked about free tickets for staff, does the association want to do this. It would need to be done for all vendors.

**Recommendations;**

*The committee accepts the managers' report.*

*Get window stickers done for members.*

*Agree to assist vendors with coordinating compostable packaging for NWF event.*

*Andy has volunteers for buses.*

*Free access to the NWF will only be provided to staff working at the event, no free tickets will be provided which is consistent with previous festivals.*

*Manager to enquire about whether there could be a refrigerated truck shared with food vendors.*

*Moved: Tony*

*Seconded: Geraldine*

*Passed*

**7) AGM draft minutes**

Bernie would like draft AGM minutes to be made available now rather than wait for AGM. The committee will see that all meeting minutes and agendas going back to 2014 have now been organized and these will be available on the members portal.

The Draft AGM minutes could be made available on the portal as part of this information.

**Recommendations;**

*The committee agree that draft AGM minutes are made available on the members portal.*

*Members will be encouraged to provide feedback on the minutes directly after the AGM to ensure accuracy as this is the best time to do this as a year later everyone's forgotten what happened.*

*We need to encourage members who have concerns or questions following the AGM to attend a committee meeting to raise them.*

*Moved: Bernie*

*Seconded: Shona*

*Passed*

**8) North West Business Awards**

Manager met with Mark Scherer, Cherry Events, on the 14<sup>th</sup> January to review the awards following a decision by the December executive meeting.

**Background;**

The North West Business Awards have grown in popularity with attendance at the award evening totaling 200 people.

**Strategic Alignment.**

Engagement has improved but more could be done to encourage members and make the awards part of the NWC Strategic Plan to both develop a business excellence program and create value for members.

**Costs & Sponsorship.**

Budgets attached separately.

Sponsorship has been an issue for the 2018 event, in 2017 there was a single large sponsor bringing in funds and also 'in-kind' funds for the 2018 event such as the meal being subsidised (\$40 per head) by The Riverhead.

In 2018 only \$1500 of cash sponsorship was secured.

In 2017 the event cost \$47,438, in 2018 it was \$43,247. Mark has proposed a budget of \$60,800 for 2018 however that is based on sponsorship of \$20,000 and there is no evidence that this is realistic.

Sponsorship has been hard to secure, businesses say they will get involved but don't.

The management fee was \$25,000 in 2017 and \$10,000 in 2018 and Mark has said this isn't sustainable for him given the amount of work required.

Last year mystery shopping was done twice to ensure there was a second chance to measure business performance. This doubled the cost from \$4300 to \$9410.

**Administration.**

There was a lot of form filling involved, business did a nomination form, or were nominated, then there was further form filling when businesses became finalists.

Printed form and posters were hand distributed to businesses. Print costs were \$1,280 however there was also sponsorship of those costs by the printer, so they were higher. The printer was not locally based.

There was a post awards report done by Mark in 2017 however one was not requested in 2018 so this hasn't been done.

There is currently no contract with Mark or Cherry Events however he does have contracts for other events. Mark will provide an example of the contracts he has with other organisations.

Ticket sales improved from \$3466 in 2017 to \$6744 in 2018. 120 free tickets were provided. It appeared some businesses use the event as a work outing for employees.

Mark has suggested some changes to categories adding in 'Best New Business' 'Best Marketing Campaign' and some kind of environmental award – this could tie in with our Waste Minimisation Scheme.

Cherry provides an organizational service covering contact with participants, finding sponsors, organising awards nights, publicity, organising assessment and judging of participants.

NWC distributed posters and entry forms.

### **Recommendations**

1. That NWC have a contract with Cherry Events for the 2019 awards, and that the contract includes clear KPI's, a budget and expectations around engagement, sponsorship and post event reporting.
2. The budget remains at \$29,000 however expectations around sponsorship need to be realistic and the association does not have the funds to top up the event if Mark's proposed budget doesn't hit the level of sponsorship indicated. A new budget would need to be prepared as part of the contract.
3. Consideration giving to changing the categories to have a few more 'open' type categories, change the hospitably categories so reflect different types of business i.e. takeaway shop vs fine dining.
4. Try to align sponsors with categories and dropping the amount of money for sponsors to, say, \$500 per category. Providing clear benefits to sponsors to encourage a higher level of sponsorship than the 2018 event.
5. Options for a larger venue be explored to accommodate 240 people. If this was catered this could add additional cost so would need to be weighed up against the existing venue.
6. Forms are done online through the members portal.
7. Encourage more public voting and participation to drive business involvement.
8. The awards will be held in July 2019.

*Recommendations; The committee delegate to the manager the preparation of a budget, plan and contract with Cherry Events to be brought back to the February meeting for approval.*

*Moved: Tony*

*Seconded: Shona*

*Passed*

## **9) General Business**

Tony raised the vacancy existing for deputy chair of executive committee.

Discussion was had around who would like to do this.

Dion was suggested as possible candidate and this will be discussed with him prior to next meeting.

**Meeting closed: 7:22pm**