

DATE/TIME: TUESDAY 23RD JUNE 2020 8:30AM

Venue: ZOOM meeting

Present: Dion Tilson, Geraldine Bayly, Shona Oliver, Vicki Kenny, Guy Wishart, Teresa Nobilio-Healy, Hayley Plowman.

1) Apologies.

Tony Forlong, Liv McGregor,

Recommendations; The committee accepts the apologies

Moved: Geraldine Seconded: Guy Passed

2) Previous Minutes

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

Moved: Teresa Seconded: Geraldine Passed

3) Accounts for payment: Invoices & Statements as per Dropbox.

Home
Transactional Banking
Professional Trust
Financial Markets
Administration

Accounts
Payments
Receipts
Import/Export Files
International Trade
Messages (0)
COVID-19 Support

Payments

Create a Payment

- Transfer
- Automatic Payment
- Direct Credit (Bulk)
- Payroll (Bulk)
- Creditors (Bulk)
- Credit Cards (Bulk)
- Same Day Cleared Payment
- IRD Payment
- International Money Transfer

Authorise on-the-spot

- FastCheque

Unsent Payments

Sent Payments

Log Out

User: Phelan Pirrie
Client ID: 217546

Last Login: 10:54 AM,
Mon 18 May 2020

Accurate as of: 10:11 AM,
Thu 18 Jun 2020

Modify Direct Credit Payment

Payment Number: 66

Payer Details

Payment Name* Account*

Particulars Code Reference

Due Date* Date Created Date Modified

Status Payment Total Payment Check Total

Show all payee lines on your statement. Account transaction fees may apply for each payee line. Import File Check Total

Authorised By: nwdba003

Payee Details

Show On Payees' Statement						Show On Your Statement			
Payee Description*	Account Number*	Amount*	Particulars	Code	Reference	Particulars	Code	Reference	Internal Ref.
<input type="checkbox"/> Select All (7 of 7 payees)									
<input type="checkbox"/> Grow West Ltd	06-0193-0629359-00	7,302.50	Managnt Fee	NWC	INV-0091	Mangmnt Fee	Reimburse	INV-0091	Mangmnt Fee
<input type="checkbox"/> Grow West Ltd (Goog)	06-0193-0629359-00	10.78	Email Hostin	NWC	INV-0092	Email Hosting	Reimburse	INV-0092	Mangmnt Fee
<input type="checkbox"/> Grow West Ltd (Webs)	06-0193-0629359-00	17.19	Web Hosting	NWC	INV-0094	Web Hosting	Reimburse	INV-0094	Web Hosting
<input type="checkbox"/> Grow West Ltd (ZOH)	06-0193-0629359-00	48.30	Software Sut	NWC	INV-0093	Mangmnt Fee	Reimburse	INV-0093	ZOHO
<input type="checkbox"/> Helensville News	12-3435-0003140-00	997.50	Advertising	NWC	121476	Advertising		121476	Advertising
<input type="checkbox"/> Kumeu Courier	06-0185-0458535-00	690.00	Advertising	NWC	INV-5280	Advertising		INV-5280	Advertising
<input type="checkbox"/> Utopia	06-0185-0450015-00	920.00	Programing	NWC	342885	Programing		342885	Contact Trac

Note: All payments will be directed to the account number you specify. The Payee Description is for your reference only.

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

Moved: Hayley

Seconded: Dion

Passed

4) Membership

- Database 16th June, 571. Increase 2x since February.

5) Buy Locally Campaign

1. Purpose

- a) Promote local businesses to assist with recovery from C-19.

2. Executive Summary

- a) Our most recent member survey indicated that 56% of respondents felt a Buy Locally campaign would be best run from July to September.
- b) Based on the suggestion to use billboards as part of a campaign we have obtained permission from Council to put up billboards on four public sites for a period of six months to promote our campaign. These can be used for a generic campaign for the association. At the end of the Buy Locally campaign we can use the billboards to promote other events we have planned. Billboard would be 2400 x 1200 cm coreflute on a wooden frame. We are have got price for erecting and maintaining these for the period – as they can blow down in storms etc. We would also look at one additional site on SH16 that would require permission.
- c) We will hand deliver a flyer and window sticker this month to all businesses promoting in the rating zone and use this to update the database. (Flyer & window sticker appendix 2) Businesses will also be asked if they want to participate in prize draw which will require a barcode like our contact tracing one.
- d) We will offer prizes of voucher packages from businesses for services and goods. We will purchase these off a range of businesses to make the packages useful and appealing.
- e) There will be print and social media advertising for the months covering the promotion.

3. Notes, Budget & Costs

- a) Budget is repurposed Burger Festival budget, more funding can be added if required.
- b) Because promotion is over three months opportunity to tweak some aspects of it as we go.
- c) Printing & Delivery including database updates; 300-400 Window Stickers, 500 A4 Flyers \$3500 max
- d) Billboard; skin printing (15x 3 sets) sign erection and maintenance, rent of sign materials \$2250. These billboards can be ‘re-skinned’ for other promotions during the six month period.
- e) Prize Packages: \$2000. Weekly prize draws – smaller prizes but more frequent. Publicise winners and prize donors. NWC will pay for vouchers from businesses for prize packages.
- f) Advertising: \$5000 – Use FB messenger ads. This does not include committed monthly advertising in print – this will

Total: \$12,750

4. Recommendations

- a) *That the Executive Committee agree to the proposed Buy Locally campaign for July to September.*

Moved: Geraldine

Seconded: Hayley

Passed

6) 2020 Business Awards

1. Proposed timeline

- a) Discussion with Mark, Cherry Events about Business Awards. He has proposed timeline below.
- b) The business awards are a popular event for the association and the proposed timeline coincides with our promotional campaign, so the timing is perfect. We do not want to leave it any later than this.

Date	Activity	Deliverables
June	Re-planning	Agree on timing, categories, focus and specifics
June - July	Seek sponsors Finalise categories	Sponsorship \$ Decide categories
29 June	Launch. Nominations Open (online only)	P.O.S., media, marketing
7 August	Nominations close	Confirm entries

12 August	Finalists chosen	
18 August	Finalists announced at Briefing	Networking, Assigning mentors
	Voting Opens	
September	Mystery Shopping Invite Judges Invite VIP's	
2 October	Voting and Mystery Shopping finishes	Tally votes
15 October	Judging RSVP's due	Assess entries Dinner confirmed
27 October	Awards Dinner	
November	Project Review	

2. Recommendations

- a) *That the Executive Committee agree to the proposed time-line and engaging Cherry Events to manage the 2020 North West Country Business Awards*
- b) *Run through mystery shopping criteria with Mark.*
- c) *Get Mark along to present the process at next meeting so executive can ask questions.*

Moved: Geraldine

Seconded: Shona

Passed

7) General Update

- **Speaker Series:** Hooten now working for National so not available. Looking at alternatives.
- **Heritage Trail Project:** Two EOI received. Awaiting Auckland Council budget decisions on grants, expected by end of July. Grant is required for production of signs. If grants not available Executive can decide to do project over two years. Will bring back to executive for discussion in August.
- **Kumeu Village / Kumeu entrance way project:** Delay on road construction due to Council's budget situation. If approved by government as 'shovel ready' project then will go ahead so have been lobbying MP's for this. Meeting with Kumeu Village Body Corporate at AGM at end of June to discuss project and suggestions from Walker Landscape for Village improvements.

- **Arts in the Ville:** Applying to council for permit to use Hall carpark for night market as part of event. Andy is helping with market and getting a permit is part of our contribution towards assisting with event.
- **ATEED Business Assistance:** Discussing how we can have 'one point of contact' with ATEED for members assistance. Manager is involved in fortnightly meetings with ATEED and hospitality industry around upcoming promotions.
- **Business Confidence Survey:** See attachment.
- **Discussion about Spring Market Festival.** Update will be presented at next meeting
- **Next meeting to be physical so Mark (Cherry Events) can attend.**

Meeting closed: 9:52am

Attachment 1



JULY TO SEPTEMBER 2020
**BUY LOCALLY
CAMPAIGN**

To help our members recover from COVID-19 North West Country Business Association is running a three month buy locally campaign from July to September.

This will be supported by billboards, prize packages, social media and print advertising.

The promotion is aimed at all business sectors, from hospitality to service so whether you're a takeaway shop or an engineering company we want to encourage people to support our local businesses.

WATCH OUT
FOR OUR EMAIL
IN THE COMING
WEEKS TO
REGISTER FOR
YOUR QR CODE
POSTER FOR
PRIZE ENTRIES

Turn over for more
information about
our activities and
services...



With our roots going back to 1959 with the Helensville Businessmen's Association we've come a long way since then. The North West District Business Association was formed from the Kumeu Coast & Country Business Association and the Helensville District Business Association after the two organisations came to the realisation that we would represent the entire district better by working together. The two associations combined to ensure we were heard by local Government and were able to promote the district effectively with a shared strategic plan. North West Country now represents over 450 businesses from Riverhead, Kumeu, Huapai, Waimauku, Muriwai, Parakai, Helensville and Kaukapakapa.

No yet a member or receiving our regular updates? Please get in touch. If you've received one of these you are entitled to be a member at no additional cost as you're directly or indirectly contributing via a targeted rate on your Council rates. www.northwestcountry.co.nz email: manager@northwestcountry.co.nz phone: 028 44124

We are working with Auckland Council and businesses on long-overdue town centre upgrades in Kumeu & Helensville. In Helensville seating, planted islands with trees will help lift the appeal and make the town a pleasant place for customers and visitors to relax in. This work is underway and expected to be completed in the next six months. Improvements to the entrance to Kumeu as part of the highway upgrades to Access Road and SH16 will see a more appealing entrance to Kumeu and the design for planting will influence the look and feel of the town and are part of the objectives in the Kumeu/Huapai Centre Plan.

Every month members have the opportunity to be featured in our business promotion campaign in the Kumeu Courier and Helensville News at no cost. Business owners are interviewed about themselves and their businesses for a half-page feature. In addition to getting their businesses in front of thousands of readers of these local paper, the features are promoted on social media to thousands of residents across the wider area.

North West Country's website is visited by thousands of people a month. This is not only the most comprehensive business directory for the area and includes an up to date local events page and a range of suggested visitor itineraries to some of our local sights and great breweries, vineyards, and restaurants. We also have a members portal for you to access information about our activities and services.

Our Annual Business Awards will start soon with the awards presentation event in October. Last year we had over forty finalists across nine categories and over a thousand local residents took part in voting. We'll be putting the word out to businesses and the community for nominations in July and are hoping to make this our biggest awards yet.