

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

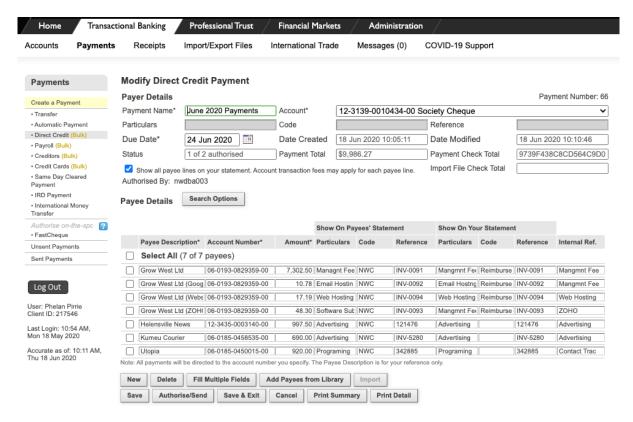
Moved: Geraldine Seconded: Guy Passed

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.



EXECUTIVE COMMITTEE MINUTES JUNE 2020



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	Sponsorship \$
	Finalise categories	Decide categories
29 June	Launch. Nominations Open	P.O.S., media, marketing
	(online only)	
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	Tally votes
	finishes	
15 October	Judging	Assess entries
	RSVP's due	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



