

DATE/TIME: TUESDAY 17<sup>TH</sup> MARCH 2020 8:30AM

Venue: 1 Rata Street, Helensville. Nga Maunga Wakahii o Kaipara

Present: Tony Forlong, Andy Cummings, Shona Oliver, Guy Wishart, Geraldine Bayly, Theresa Nobilo-Healy, Hayley Plowman, Vicki Kenny, Phelan Pirrie

**1) Apologies.**

- Liv McGregor, Dion Tilson, Jon Williamson

*Recommendations; The committee accepts the apologies*

*Moved: Tony    Seconded: Geraldine    Passed*

**2) Previous Minutes**

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

*Moved: Tony    Seconded: Shona    Passed*

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

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

*Moved: Tony    Seconded: Shona    Passed*

**4) Membership**

- Database 10<sup>th</sup> March 542. Increase 1x since February.

**5) Historic Trail**

**1. Purpose**

- a) To seek Executive Board support to progress to quote stage and apply for grants.

**2. Executive Summary**

- a) A budget of \$12,000 was put aside in the 2019-2020 budget for a Historic Trail.
- b) The trail would involve wooden plinths with stainless plates with QR codes engraved on them, these would link to a website using the MY TOURS app. Information including written, visual and spoken history would be included. Example from Warkworth – Attachment 1.
- c) The trail is intended to provide a draw for local, regional, national and overseas visitors wanting to learn about the history of the area. Walks and trails have become more popular in New Zealand and if we could develop a trail that ran from Riverhead to Kaukapakapa this could, over time become a draw card for visitors.

- d) The trail would become part of the Triple Harbour Traverse maps that we are using on our website for local day trips and also tie into the Northland trails.
- e) There is a growing risk that some history will be lost with the steady change from rural to urban and the deaths and dislocation of local families involved in the viticulture and horticulture industry around Kumeu and Huapai.

### 3. Background

- a) A suitably qualified historian will be required to source material, collect and collate it into a suitable format. It is not known whether they normally do things like recordings. If they don't then an additional resource will be required to record spoken history.
- b) It is recommended we start in Riverhead & Kumeu with the collection work as part of Phase one.
- c) The work in phase one would involve iwi, locals who still have material or family history, and the Deli community.
- d) Helensville and Parakai will require considerable work with iwi and this should be considered as phase two.
- e) We may be able to collect the current material available in Helensville and work with Lions to produce plinths without the need for a historian although new material from iwi will need to be prepared.
- f) Additional funds are likely to be required and there are a number of options available including a council grant (April) and another grants such as lotteries (later in year).

### 4. Budget & Costs

- a) NWC has indicated a budget of \$12,000
- b) Plinths costs between \$400 – 800 each depending on detail and placement.
- c) MY TOURS app costs \$2295 per year
- d) Additional costs include graphics and cost for historian to collect and collate material.

### 5. Next Steps

- a) Contact PHANZA to locate suitable historian to provide quote for work (<https://phanza.org.nz/>)
- b) Obtain quote for graphics
- c) Confirm cost of plinths
- d) Ascertain if sound recording is needed and the cost of this.
- e) Put together a grant application (Required in April).

### 6. Recommendations

- a) *That the Executive Committee agree to obtaining quotes to prepare full budget, and apply for grants to start phase one.*

Moved: Geraldine

Seconded: Shona

Passed

**6) Arts in the Ville**

**1. Purpose**

- a) Discuss North West Country's involvement in Arts in the Ville Festival

**2. Executive Summary**

- a) In 2019 NWC supported the Arts in the Ville festival with \$714 funding for printing costs.
- b) In 2019 the festival was primarily based in Helensville town centre which encouraged people to visit the township over Labour Weekend. There were 23 participating studios, 13 were in the main street the balance were within a few minutes walk of Commercial Road. (Attachment 2)
- c) Attendance figures at Helensville Hall for part of the event were around 2200.
- d) The manager was requested to meet with the organiser of the event. This year will be her last year managing the event and she is wondering if NWC wants to take on a larger role given a new organizer will need to be found in 2021.

**3. Background**

- a) It is difficult to quantify how many people attend this event and what the potential benefit is to local businesses. This could be partially addressed by using the Market View package we now have that allows data to be collected for an event – it would show whether there was an increase in sales.
- b) The event currently costs \$6850 to run and is covered by a range of things from artists fees to sponsors. (See attachment 3)
- c) This has the potential to be a positive thing for businesses in Helensville drawing in visitors. It needs to be professionally run – not too dissimilar to NWF or our awards – and there may be opportunities to apply for funding to get it kicked into a higher gear over the next two years. After this consideration will need to be given to making it self-funding and sustainable – maybe through ticket sales.
- d) There are opportunities to work with Arts funding agencies, iwi, council, the new owners of the Dairy Factory and ATEED to make this a bigger event for the North West. This will require some work and a paid event organiser would be required.
- e) There are two options for the association if it wanted to get involved in the event with a view to becoming the organisers and underwriting it in 2021.

- i) Work with the organisers this year to monitor event, perhaps make a slightly larger contribution and assist with funding application and seeing with ATEED would get involved. Making an assessment at the end to see whether or not we wanted to continue to back it.
- ii) Find someone who would be interested in organising the event in a paid capacity on a long-term basis. Funding them through a mix of our funding, sponsorship and grants to work alongside the current organiser. Assessing at the end of the event and deciding whether it is worth being involved with and how that would work because everyone would have a better understanding of what would be involved.

#### 4. Budget & Costs

- a) Currently total budget for event is \$6850
- b) Unknow how much it would cost to pay someone to organise – will need to be investigated.
- c) NWC has an \$11,000 event support fund. Currently \$4000 is provisionally allocated to Christmas Parades and an undetermined amount towards the Huapai Hub Music Event. Roughly \$3500 could be allocated to the Huapai Hub and \$3500 towards Arts in the Ville – it is unlikely this would be enough to pay someone so an additional grant would be needed.

#### 5. Next Steps

- a) Discuss whether there is an appetite to get involved with this event.
- b) If there is an appetite a further meeting would need to be held with the organising committee to see what their expectations would be.
- c) Investigate someone to run the event and what this would cost.
- d) Come back to the Executive in May with a plan and budget for discussion.
- e) Look for synergies with Chill in the Ville – Andy Cummings.

#### 6. Recommendations

- a) *That the Executive Committee agree to further investigate more involvement with the Arts in the Ville event and what the costs would be. The manager is to report back to the May meeting with a plan and budget for discussion.*

*Moved: Hayley*

*Seconded: Andy*

*Passed*

#### 7) Speaker Series:

- What this Election could mean for Small Businesses. Matthew Hooten / Adrian Orr.
- Sell tickets, members free.
- Does the executive think this would be interesting / relevant to business?
- Should we look at this later in the year and find a business disruption/resilience speaker given situation with Covid19?

**Agreed to put on hold until after COVID-19 situation clearer.**

## 8) Business Awards

2019 Business awards appeared to be very successful and it is recommended that we continue with a similar format and re-employ Cheery Events to run the awards again. Aim to hold the event in late July at The Riverhead.

There will be some tweaking of categories as usual to try and get a better participation from industrial and service industry businesses.

Do Executive members have any suggestions to make for this year's event?

### Recommendations

- a) *That the Executive Committee agree to employ Cherry Events on the same contract arrangements as 2019 and hold the North West Business Awards at the end of July at The Riverhead.*
- b) *The event is pushed out until it is certain the awards night can be held with 200 people.*

*Moved: Tony*

*Seconded: Andy*

*Passed*

## 9) COVID-19 Meetings

Resolution: That the Executive committee move to meeting using video conferencing for future meetings as required, and if necessary decisions can be made via email.

*Moved: Tony*

*Seconded: Geraldine*

*Passed*

Meeting closed: 9:25am

Attachment 1



Type 1  
Audio Post

Site Placement 1 - bottom of Kapanui Street

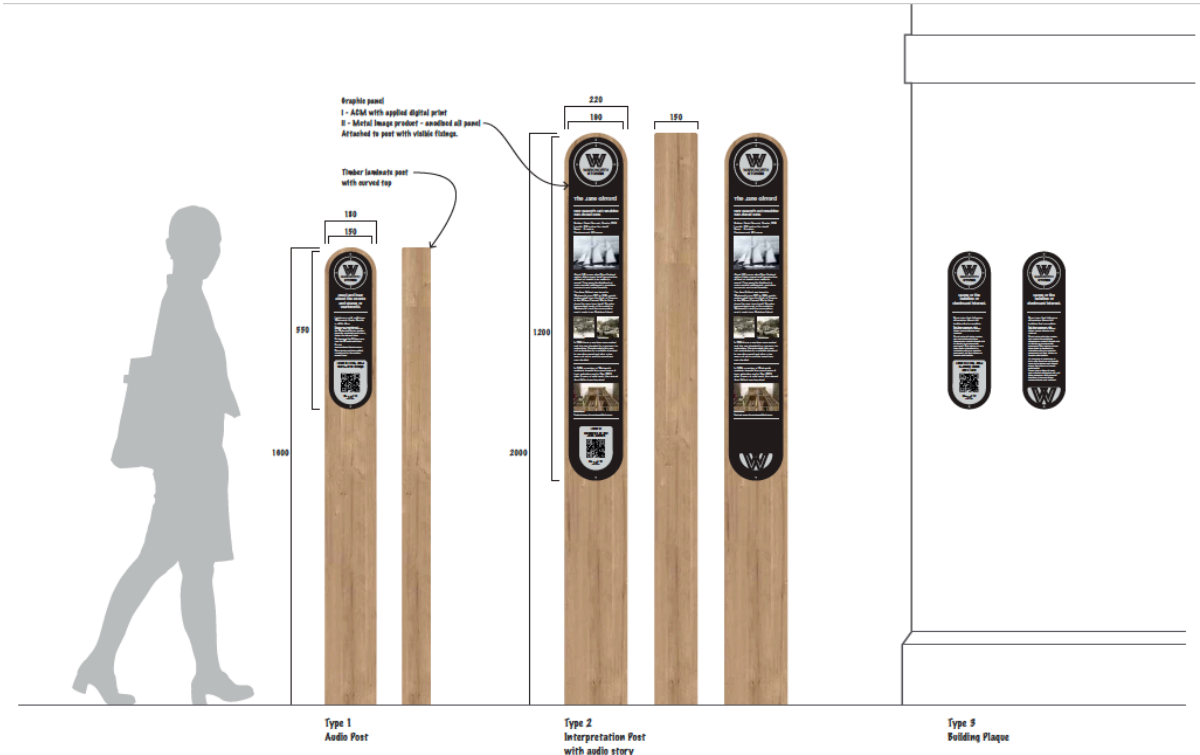
Warkworth Stories | Approach & Design | 4 March 2019



DESIGN - post family

Warkworth Stories | Approach & Design | 4 March 2019





DESIGN - post family



DESIGN - info panels





### Attachment 2.

#### Arts in the Ville Map 2019



### Attachment 3.

#### Arts in the Ville Budget 2019.



**BUDGET ARTS IN THEVILLE 2020**

**EXPENDITURE**

Venue Hire	\$ 900.00
WEBSITE RESIGN INCLUDING STYLING <del>5 X \$80.00</del>	\$ 600.00
PRINTING OF FLYER	\$1,500.00
ADVERTISING/MARKETING	\$2,000.00
5 X New FLAG	\$ 600.00
BANNER – SH16	\$ 500.00
Workshop support	\$ 250.00
Incidentals	\$ 500.00
	<b>\$6,850.00</b>

**INCOME**

Current	\$ 570.89
Current Income	
NWDBA for printing	\$1,500.00
FUNDING FOR VENUE HIRE (Creative communities)	\$1,100.00
Funding for workshop support and incidentals (COGS)	\$ 250.00
Main sponsor	\$1,500.00
Other sponsorship (donation)	\$ 500.00
Artists fee 45 x 50	\$2,000.00
Groups	
TOTAL	<b>\$6,850.00</b>