

DATE/TIME: TUESDAY 19TH MAY 2020 8:30AM

Venue: ZOOM Online

Present: Tony Forlong, Shona Oliver, Geraldine Bayly, Liv McGregor, Guy Wishart, Vicki Kenny, Phelan Pirrie

1. Apologies.

Hayley Plowman, Theresa Nobilo-Healy, Jon Williamson Recommendations; The committee accepts the apologies

Moved: Shona Seconded: Geraldine Passed

2. Accounts for payment: Invoices & Statements as per Dropbox.

Receipts Import/Export Files International Trade Messages (2) COVID-19 Support

Modify Direct Credit Payment

i (IDC1050) Payment Saved Successfully.

Payer Details Payment Number: 65

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:

Payee Details

	Payee Description*	Account Number*	Amount*	Show On Payees' Statement			Show On Your Statement			Internal Ref.
				Particulars	Code	Reference	Particulars	Code	Reference	
<input type="checkbox"/>	Select All (6 of 6 payees)									
<input type="checkbox"/>	Grow West Ltd	06-0193-0829359-C	7,302.50	Managnt Fe	NWC	0087	Mangmnt Fe		0087	Mangmnt Fee
<input type="checkbox"/>	Grow West Ltd (Goo	06-0193-0829359-C	10.78	Email Hostin	NWC	0088	Email Hostn	Reimburse	0088	Mangmnt Fee
<input type="checkbox"/>	Grow West Ltd (Wet	06-0193-0829359-C	17.19	Web Hosting	NWC	0090	Web Hosting	Reimburse	0090	Web Hosting
<input type="checkbox"/>	Grow West Ltd (ZO	06-0193-0829359-C	48.30	Software Au	NWC	0089	Software Su	Reimburse	0089	Software Sub
<input type="checkbox"/>	Kumeu Courier	06-0185-0458535-C	690.00	Advertising	NWC	5199	Advertising		5199	Advertising
<input type="checkbox"/>	Utopia	06-0185-0450015-0	322.00	Website Mai	NWC	342652	Website Mai		342652	Web Site

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: Geraldine Seconded: Tony Passed

3. Membership

Database 14th May 569 Increase 27x since February.

4. Inorganic Collection Service Update

- a) Due to no interest in this scheme we have not used the WMIF grant money and this expires in May.
- b) The total cost of this program was \$22,700 made up of a WMIF grant of \$17,700 and the balance of \$5000 being NWC funding.
- c) The executive should formally agree to cancel this program and the money be made available for business promotion and assistance as part of COVID-19

Recommendations

That the Executive Committee agree to cancel the Inorganic Collection service and reallocate the \$5000 allocated to this to funding for business promotion and assistance due to COVID-19.

Moved: Tony

Seconded: Geraldine

Passed

5. Business Promotion

- With the cancellation of the Inorganic Collection service we have \$5000 to allocate to business promotion.
- Some money could be used to create quick solutions for businesses like the QR code system.
- Graphics would align with our current Buy Locally campaign and also new ones would be developed to promote sectors using targeted graphics and micro ads.
- A Great North West Walks campaign would be developed for July to encourage people out to the area. If ATEED campaign is suitable we could leverage off this.
- Flyer printed and delivered out to all businesses as part of engagement introducing the association, filling gaps in data base, and promoting services.

- **The bulk of the money can be advertising in a number of ways:**
 - A localised Facebook advertising campaign for then next month to promote our Buy Locally campaign.
 - Regional Facebook advertising campaign in August and September to align with sector groups most in need of support.
 - ATEED are doing some regional advertising and we need to hook into this if the opportunity arises.

- Additional Day Trips to be developed over the next few weeks and these should be promoted as part of a great walks campaign for people wanting to get out of the city into our huge regional parks without crowds of people – plenty of social distancing!
- Facebook advertising has been effective to date driving over 1000 local residents to our website. It allows visual and video advertising to be done to a wide area for little cost.

Examples of industry sector micro ads for Facebook.





Recommendations

That the Executive Committee agree to reallocate the \$5000 from the inorganic collection service to Buy Local advertising over the next few months. Part of this fund could be used to provide simple, quick services to a wide number of businesses if the opportunity arises. A flyer will be printed and delivered to all businesses in our area to introduce and promote us and fill any gaps in the database. The promotion will include billboard throughout the area.

Moved: Liv

Seconded: Guy

Passed

6. Heritage Trail Project Update

Update

- a) We had four applications however two dropped out when the brief was distributed.
- b) Have received one expression of interest from Auckland based historian Joanna Boileau.

- c) We are awaiting one more EOI which is being prepared now.
- d) Awaiting quote from PlayCo in Kumeu for plinths.
- e) Will seek second quote for plinths when this one has been received.
- f) The heritage grants we were looking at using have been put on hold, and it is possible some, like Auckland Council's may not go ahead because of financial constraints.

Next Steps

- g) When quotes are received a full report on options will come to the Executive
- h) We will look at funding options to make up any shortfall

7. North West Burger Challenge Change

Update

- i) We had eight businesses indicate interest in this last year. This is despite physical visits and follow-up phone calls to over 20 businesses.
- ii) There are 128 members in the Food & Drink industry so we need to get a higher level of engagement to assist the sector.
- iii) With a proposed budget of \$13,000 this would be a spend of \$1600 per business which is possibly a poor use of funds and may not have a wide enough benefit to members to justify the investment.
- b) The suggestion is to revise this into a competition that would allow wider participation from a sector that is going to be hard-hit by COVID-19 – sit down dining.
- c) We would need to look at categories by food type or similar and how this would work logistically.
- d) We would need wide buy-in from members across the area for it to work.

Next Steps

- e) Conduct a survey of the restaurant and takeaway sector to gauge support and interest in some options for a competition in August.
- f) Targeted of 30 participants minimum.
- g) Rebrand and change direction of competition based on survey results.
- h) Budget of \$13,000 to remain.
- i) In order to progress this quickly Executive needs to endorse this approach without requiring a further decision in June.

Recommendations

- *That the Executive Committee agree to changes in the North West Burger Challenge format following a survey of members.*
- *There would be a target of 30 participants.*
- *Rebranding of event based on feedback from participants*
- *Competition would be over a wider sector and involve dine-in and takeaways*
- *Target date of August if COVID-19 situation allows.*

Moved: Tony

Seconded: Geraldine

Passed

8. QR Contact Tracing

On the 13th May, Michael – Utopia, set up a contact tracing system for us.

This was a simple QR Code system that allows customers to avoid filling out paper forms and scan the code, automatically go to the website with the businesses logo and two fields to complete.

This information is then automatically collated and emailed to each business on a daily basis and deleted off our system to meet Privacy Act requirements.

At the time of writing we had responses from 30 businesses who took this up so far.

Estimated cost is \$800.

There may be some other uses for this style of thing in the future.

Recommendations

That the Executive Committee agree to retrospectively approve the spending of up to \$900 on a contact tracing system for members.

Moved: Tony

Seconded: Geraldine

Passed

Billboards

Guy moved that we put up large billboards in legal areas promoting buy local across the district

Moved: Guy

Seconded: Geraldine

Passed

Meeting closed: 9:13am