

DATE/TIME: THURSDAY 15TH NOVEMBER 7:00PM 2018

Venue: The Riverhead - Deacons Room.

Present: Tony Forlong, Bernie Flynn, Cameron Brewer, Paula Pepperell, Liv McGregor, Shona Oliver, Karen Allen, Hayley Plowman.

1) APOLOGIES.

Connie Peterson, Geraldine Bayly, Dion Tilson

Recommendations; The committee accepts the apologies

Moved: Tony

Seconded: Paula

Passed

2) PREVIOUS MINUTES

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

Moved: Karen

Seconded: Shona

Passed

3) ACCOUNTS FOR PAYMENT: as per Dropbox and spreadsheet attached.

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

Moved: Tony

Seconded: Shona

Passed

4) MEMBERSHIP

KAUKAPAKAPA	8
HELENSVILLE	117
PARAKAI	14
WAIMAUKU	31
KUMEU / HUAPAI	239
RIVERHEAD	17
TOTAL	445

5) INTRODUCTION

Welcome from Chair and Members introduction.

6) GOVERNANCE

Chair and Cameron to talk about governance role of Executive Committee.

Committee members should read Charter document in Dropbox.

Executive Committee Members to sign Charter.

7) **2018-2020 BUDGET:** as per Dropbox.

Ensure all committee members have read budget, understand it, and use this opportunity to answer any questions.

8) **MANAGERS UPDATE.**

- Offer for Van of \$20,000 does the committee accept this?
- CRM integrated with new members site that will quietly go live in December/January. This will allow members to update information.
- Working on membership list, over 100 members on list without email addresses, also weeded out 50+ businesses on list who are out of BID zone. They have been sent invitations to join, we have had 6 businesses apply to join. Those that haven't replied will get a final reminder in December and following that have their listing removed by the end of January.
- The 'retail' facing website will be slightly redesigned over the next few months with information presented clearer, updated categories (see ATEED paragraph below).
- First networking meeting at end of the month - 29th Nov at the Woodsman, and January 30th at Soljan's. More planned following that and will update at the January meeting.
- Met with Helensville Museum committee. The preference is for sign to go altogether, there are four signs, the Lion's entrance sign, the Museum, and the Museum's event sign. We would be better to work with either of those organisations to redesign a new sign. I have offered to assist them with the development of a business plan. The museum has potential as an attraction but needs to develop a plan and vision.
- Met with ATEED and people involved in North West Auckland journey development project. They are partnering with a program developed for Northland along NZTA's twin coast discovery highway. There is a possibility we could have an MOU with ATEED to utilise the artwork and design elements for sub regional or 'precinct' maps.

This may possibly be a tidy way of addressing the deficiency of our current visitor offering; we would become part of a larger promotional activity for the region without going to huge expense. Getting in early with ATEED and working with them may mean we effectively get work we were going to have to do ourselves done as part of this project.

Being part of a larger project gets us in front of more people than going it alone.

If the committee think there is some value in this, I could prepare a report for the December meeting. Maps can be found on the link below, there are also examples in the Projects folder in Dropbox.

<https://www.northlandnz.com/northland-inc/tag/journey-maps>

Recommendations; The committee accepts the managers' report, and that the sign in Helensville would be removed in 2019.

Moved: Hayley

Seconded: Shona

Passed

That the committee agree to sell the van for \$20,000.

Moved: Tony

Seconded: Shona

Passed

9) FUNDING APPLICATION FROM KUMEU VILLAGE BODY CORPORATE

Background:

The Kumeu Village includes the 20 shops from City and Country Realty through to the Kumeu Medical Centre, addresses being 86 to 92 Main Rd, Kumeu.

The main entrance is at the Medical Centre end of the village and accesses a shared front car park for customers and a rear car park for staff. Currently the main entrance is not signed.

The Kumeu Village has been in situ for 30 years and most locals are familiar with its location and entrance. However, in later years 2 sets of traffic lights and many more buildings have appeared, and also the population mix has changed to now include an increased percentage of newcomers. The result: frequently would-be visitors to the Village miss seeing the entrance in time to turn and drive on by.

The negative effects of this are: Frustration for the drivers Increased traffic congestion, as they seek to turn around on the main road or side roads. Higher crash-risk due to increased likelihood of sudden/unexpected driver behaviour. A large sign to mark the entrance is desirable.

A quote and art work for an illuminated 7m high sign is attached. The cost is expected to be \$29,325 + GST.

The 20 shops that make up the Kumeu Village pay at least \$12,000 annually to NorthWest Country Business Association via rates-levies, and business owners are keen to in return receive funding for the sign.

We (Kumeu Village Body Corporate) point out that the sign does not actively promote any of the Kumeu Village businesses specifically, but merely landmarks the village in its entirety.

We (Kumeu Village Body Corporate) point feel this sign fits the objectives of NorthWest Country in every way.

Costs: \$29,325 + GST

Considerations

The budget does not currently allow for this, if we were to fund this project something would have to be removed from the budget.

There are other ways of dealing with traffic issues around poor signs, improved pavement marking, smaller entry signs, making the entrance clear through planting/signs etc could address some of the issues raised. The NWC Manager could work with the Body Corporate to look at options they could fund that would improve things around the entry way, for example working with AT during the intersection upgrade.

While there is some merit to the argument about contribution to the association via rates vs return, the difficulty is if all sectors or areas took that approach, we would be limited in what we could achieve through leveraging funding for projects with a wider benefit.

Traffic is slow, and speed limits are being reviewed by NZTA/AT which will lead to a drop in overall speeds through the town.

The project would only benefit those businesses within the Village.

There is a huge amount of signage in Kumeū and Huapai, there is a risk that the sheer amount and size of signs means they are of limited benefit

Body Corporates are supposed to put aside funding for projects like this. It probably isn't the role of the business association to fund this type of thing as it would inevitably lead to requests from other Body Corporates across the district.

This type of project is not specifically identified as part of our strategic plan.

Recommendations;

The committee declines the application for funding of a sign from the Kumeu Village Body Corporate.

Offers the services of the manager to work with them on exploring ways of improving the entrance using other means and to contact AT and NZTA about work they are doing and how it could be combined.

Moved: Tony

Seconded: Hayley

10) YOUR LOCAL BUSINESS BOOK

Proposal

The association has been approached by Brian Hale who publishes a printed directory and online directory call 'Your Local Business Book' - *See example provided & Dropbox documents in Proposals folder.*

Background

NWDBA will provide YLBB with the database (or the following details), which will include business name; owner/proprietor; address; landline and mobile phone numbers; email address.

YLBB will offer:

Option 1 - no charge

For all businesses not already in the book we will list NWDBA members' name and one phone number in the Quick Find pages, and in one category page of the printed YLBB.

Option 2 - \$10.00 per NWDBA member

For all businesses not already in the book we will list NWDBA members' name and two phone numbers in the Quick Find pages, and name, numbers and street address in one category page of the printed YLBB.

We will give all NWDBA members already advertising a \$10.00 discount.

Option 3 - \$?.00 per NWDBA member

For all businesses not already in the book we will list NWDBA members' name and two phone numbers in the Quick Find pages, and name, numbers and street address in one category page of the printed YLBB. We will also include the same details in the online YLBB directory under the same category.

We will give all NYDBA members already advertising a \$?.00 discount.

In all cases we will approach NWDBA members to upsell them to a more comprehensive listing/listings. The additional information they will be able to include will be:

- Two lines of Trading statement or business information

- Street address (if not already included via Option 2)

- Mailing address

- Extra phone numbers

- Email address

- Website name

- A Box surround to highlight their advertisement

- A Box surround and logo to further highlight their advertisement

The opportunity to have additional listings under other categories, each with a different two lines of Trading statement or business information at discounted rates as per schedule.

All the same information above in the online YLBB directory under the same category/ies (if not already included via Option 3)

We also have advertising spaces where we could place a NWDBA advertisement.

Considerations

YLBB is essentially asking for access to our membership database. When I discussed this with Brian, he pointed out it was already available online, that may be so, but it's a lot of work to cut'n'paste 500 odd listings from the website.

If we make our membership database available to one business, we need to make it available to others, there's a precedent being set so the committee needs to carefully consider the implications of this.

There may be a privacy issue. Not all the details on our database are available publicly, some members don't want all their details published or made available to third parties.

Once we make the database available we can't 'take it back', so we're giving it away.

Print directories are fast going out of use - Yellow (formerly Yellow Pages) doesn't distribute them anymore.

The online directory is a duplication of what the association already does with its website - money spent on other directories could be spent on improving the associations one.

There may be some benefit in doing a deal we supply the information on the basis that YLBB would update our membership database for us and provide that information back. We could ask for the cover to be in the associations brand colour in exchange for paying \$10 per 'new' listing that included phone and website. We could also essentially have an exchange of information which could benefit both parties

Anything we do with YLBB may need to be done with the directory in the south of our district if it's seen as setting a precedent.

This is not budgeted for.

Recommendations

The committee could consider three options:

Option 1. Decline to make the membership database available or participate in the directory.

Option 2. Offer to contact all members directly to publicise directory to them but decline to make the actual database available.

Option 3. Make the database available on the strict proviso it is not shared with anyone else, that any updates to details are provided to the association. That the colour of the cover be changed to the North West Country turquoise and we're acknowledged on the cover.

The committee agree that NWC will:

Get a list of local directories that will be distributed to members, so they are aware of all the options.

Look at getting members permission to share information when the new members portal goes live. This would be by asking them to tick a box agreeing to their information being shared with other members for commercial purposes.

Decline to provide the information to YLBB however we would promote their service in our newsletters and on our members portal.

Moved: Bernie Seconded: Shona Passed

11) CHRISTMAS PARADES

Holly has asked why we are only contributing \$2000 and not \$2500 towards the Christmas parade as we contributed \$2500 last year.

Background

Our annual budget for Christmas parades was approved at the AGM for \$4000 (\$2000 each for Helensville and Kumeu).

I have asked about acknowledgement for the association for the funding, perhaps through signs etc and have had no response. The advertising Holly provided to be sent to Chameleon acknowledged More FM and the Rodney Local Board but not the association.

The Rodney Local Board contributed \$2000.

It is important that the association gets public acknowledgment for and financial contribution otherwise people will wonder what we're doing.

Recommendations

The committee can either do what was voted on at the AGM or increase the amount.

The committee should be requesting that the association is publicly acknowledged.

The committee agree to; increase the amount for the parades for 2018 to \$2500 per parade and to request that in future the association is clearly acknowledged as a key sponsor.

Moved: Tony Seconded: Shona Passed.

12) GENERAL BUSINESS

Discussion around minutes for AGM, shouldn't wait a year for them to be produced. Minutes will be done after the AGM.

Additional food vendors at North West Festival. It was understood that for the coming festival no new vendors would be present to allow those previously committed to make a return for participating. This would be reviewed for the 2020 event.

Next meeting at Hallertau on the 18th December.