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**MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD AT THE TET MULTISPORTS CENTRE, PORTIA STREET, STRATFORD ON MONDAY 10 AUGUST 2020 AT 5.30PM.**

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**PRESENT**

Chairperson: Matthew Dimock Committee Members: Craig Burrows, Sharon Mackie-Langton, Min McKay, Gavin Cox, Kate Whareaitu (Stratford District Council), Chade Julie (Stratford District Council), and Amy Kingston (secretary).

**APOLOGIES**

Jason Kowalewski, Ashleigh Rowland, John Whittington, Tracey Scheliin.

1. **CONFIRMATION OF MINUTES**

1.1 **Ordinary Meeting – Monday 13 July 2020**

Stratford Business Association Meeting – 13 July 2020

THAT the minutes of the Stratford Business Association meeting held on Monday 13 July are accepted.

MCKAY/COX  
Carried

2. **PRESENTATIONS**

2.1 Neil McDonald – Stratford A&P Association Inc

Points of discussion:

Expansion plans, incorporating:

- Taranaki Horse Park on the South side of Flint Road hosting a large indoor arena with equestrian academy plus casual riding facilities.
- The North side will go into motoring – relocating current facilities, upgrade, driver training options (classes 1 – 5 plus off road training), Motor Sport circuit Track (2.5 – 3 Km design with potential to expand. There is a strong interest for Motor Sport in Taranaki with large economic value. Witt has expressed an interest in bringing a campus to the Stratford District should this happen.
- The Central part of the showground (current grounds) will be events focused that can cater to larger events i.e. Fielddays that the grounds do not currently have capacity for. VT has expressed interest in the need for an outdoor events facility.
- This is a 5 – 10 year plan with Sale and Purchase agreement in place for the first bid of land.

- Community involvement will be sought at the design stage.
- Potential to seek Government funding in 2021
- Potential for additional ideas to be incorporated
- Huge economic opportunity for Stratford

2.2 Kelley van Pelt

- Kelley to ask TGM why HOT website was transferred from WordPress to Nettle.
- Redesign of vouchers - Sharon to bring to September meeting - images to Kelley for website.
- We want to drive people to the website i.e. through other advertising channels
- Analytics in Agenda?
- The current website design looks quite tourism focused - Kelley to go through the website at the next committee meeting – committee to discuss changes.
- The secretary to email Kelley events calendar.

3. **CORRESPONDENCE**

**Inward:**

Tracey Blake	Surprise Stratford
Kirsty Jamieson	Quarterly economic update
TSH	Glockenspiel speaker replacement
CMK	Workshop

**Outward:**

Kelley Vanpelt	Invitation to attend meetings
Kate Whareaitu	Invitation to address the SBA committee

THAT the correspondence be accepted.

MCKAY/BURROWS  
Carried

THAT the NZME proposal be accepted with the following changes.: run time of a four week period, two SBA committee members to hand out 2 x \$50.00 SBA vouchers each week with a max of \$800.00 across the four week campaign

MCKAY/COX  
Carried

THAT the committee agree to upgrade the Glockenspiel speakers.

MCKAY/COX  
Carried

It was noted that:

- The committee would like clarification regarding the Quarterly economic update and what this will look like.
- The CMK workshop to go ahead. \$30 charge to non-members.

#### 4. **FINANCIAL REPORT**

##### 4.1 **Current**

Account balance as of 31 July 2020 - **\$34,633.44** Bank statement attached.

Visa balance as at 28 July 2020 - **\$60.92** Statement attached.

##### 4.2 **Financial report**

The Xero reports for July 2020 are attached.

##### 4.3 **Invoices paid:**

- CMK	Xero subscription fees for Jun	\$69.00
- CMK	Xero subscription fees for Mar	\$69.00
- SDC	Go Local window comp supplies	\$32.00
- SDC	Go Local window comp supplies	\$127.80
- SDC	Go Local signage	\$782.00
- SDC	Winter planting	\$327.62
- NZME	Weekly Stratford Press ads	\$759.00
- TGM Creative	Annual website concierge fee	\$276.00
- LL Strategic	SBA special meeting	\$345.00
- Technology SOS	Web consultant	\$287.50
- Technology SOS	Web consultant	\$454.25
- Stratford NW	Easter hampers	\$500.00
- Merco	POLi fees	\$0.58
- Taranaki Vets	Voucher Reimbursement	\$150.00
- Cottage Lane	Voucher Reimbursement	\$60.00
- Scott Simmons	Americarna	\$500.00
- <a href="#">Stratford Mountain House</a>	Go Local Campaign	\$150.00
- Caltex	Voucher Reimbursement	\$320.00
- Stratford NW	Voucher Reimbursement	\$550.00
- Central Tara Auto	Voucher Reimbursement	\$50.00

**Total paid = \$5809.75**

##### 4.4 **To be paid**

- CMK	Xero subscription fees for Jul	\$69.00
- SDC	Jul BA5 costs	\$200.00
- Colonel Malones	Voucher Reimbursement	\$50.00
- Five Star Liquor	Voucher Reimbursement	\$150.00
- Paper Plus	Voucher Reimbursement	\$100.00
- NZME	Weekly advertising	\$948.75

- Technology SOS	Web consultant	\$575.00
- Technology SOS	Web consultant	\$287.50
- Technology SOS	Web consultant	\$287.50
- Technology SOS	Web consultant	\$230.00
- Stadium Bar & Bis	Hire and catering 29/7	\$412.00
- Stadium Bar & Bis	Hire and catering 5/8	\$412.00
- Done By Nine	Workshop x 2	\$1368.50

**Total to Pay = \$4990.25**

THAT the financial reports are received and the payments are approved with the exception of the TET Stadium Bar & Bistro invoice.

DALZIEL/MCKAY  
Carried

It was noted that:

- The secretary will query the TET morning tea section of the invoices.

## 5. SECRETARY'S REPORT

The Secretary's Report was attached.

Points for discussion:

- Coffee catch up for August
- NZME discussion

It was noted that:

- Confirm coffee catch up with for August instead of BA5.
- The secretary will obtain draft options for the SBA Stratford Press advert changes.
- As part of the follow up survey from the workshops, the secretary will find out if there are certain topics that members would be interested in
- The secretary will start to draft the TET funding application.
- The secretary will draft a letter to TET outlining what has been achieved to date, what is ongoing, and highlighting the impact from Covid-19.

THAT the secretary's report be received

BURROWS/MACKIE-LANGTON  
Carried

## 6. **GENERAL BUSINESS**

### 6.1 **BA5's**

<b>August 2020</b>	TBC
<b>September 2020</b>	TBC
<b>15 October 2020</b>	CMK Stratford
<b>18 November 2020</b>	Tasman Training Ltd
<b>9 December 2020</b>	Te Wera Valley Lodge

### 6.2 **Membership**

	<b>May 2020</b>	<b>YTD 2019/ 2020</b>
<b>Members</b>	5	150

- **Savvy Gas Limited.** Services include: Plumbing, gas fitting, and home heating.
- **A Love of Cakes - By Annette.** Services include: delicious, fresh cakes and cupcakes in all flavours, for any occasion.
- **Technology SOS.** Services include: a wide range of mobile technology help services for both homes and businesses.
- **Letts Build.** Services include: residential building covering all aspects of the building trade, specialising in new builds
- **Stratford District Citizens & Services Club Inc.** Services include: Providing entertainment, dining and a social gathering venue to members and their guests.

### 6.3 **Ladies lunch/networker/women in business**

Committee Member Min McKay to discuss with the committee.

THAT the committee will fund the inaugural Ladies Lunch up to \$1,000  
(Dalziel/Burrows)  
Carried

### 6.4 **TET Funding**

The committee will need to start considering projects and priorities for the next funding application.

## 6.5 Targeted rate for businesses

Chairman Matthew Dimock to lead discussion re: targeted rate for businesses and the Beautification of Broadway.

It was noted that:

- Matt provided the committee with an overview of a conversation had with Cr Boyd who highlighted perceived issues with the association and committee. After talking with the committee and council representatives it was made clear that Cr Boyd's perceived issues and views were not represented by council and were his own. If there were issues it would have been directed through the appropriate channels from Council to the committee for further discussion. The committee were in agreeance and support this.
- Kate Whareaitu (Stratford District Council) provided an update on the Stratford Discovery Trail, the Venture Taranaki Events Strategy, the Prospero Farmers Markets, as well as the MTFJ programme.

## 6.6 Next Meeting

The next Stratford Business Association meeting will be held on Monday 14 September 2020 at 5.30pm at the TET Multisports Centre, Portia Street, Stratford.

*The meeting concluded at 8:12pm*

Matthew Dimock  
**CHAIRPERSON**