
MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD VIA ZOOM ON MONDAY 13 MAY 2020 AT 5.30PM.

PRESENT

Chairperson: Matthew Dimock, Committee Members: Min Mckay, Sharon Mackie-Langton, John Whittington, Peter Dalziel, Amy Kingston (secretary).

APOLOGIES

Ashleigh Rowland, Tracey Scheliin, Gavin Cox, Jason Kowalewski and Craig Burrows.

1. **CONFIRMATION OF MINUTES**

1.1 **Ordinary Meeting – Monday 20 April 2020**

Stratford Business Association Meeting – 20 April 2020

THAT the minutes of the Stratford Business Association meeting held on Monday 20 April are accepted.

MCKAY/WHITTINGTON

Carried

2. **CORRESPONDENCE**

Inward:

- John Dazley, CMK emailed through information around the Small Business Cashflow Scheme
- Timothy Baird (community member), discussion around Go Local - email attached for a reply.

Outward:

- Stratford Press weekly adverts
- Clarification of Prospero place garden watering invoice
- May Newsletter

Please see Secretary's report for further information

DALZIEL/MACKIE-LANGTON

Carried

The secretary made the following notes:

- Follow up with Timothy Baird for more information

3. FINANCIAL REPORT

3.1 **Current**

Account balance as of 31 April 2020 - **\$18,015.09**
Bank statement attached.

3.2 **Financial report**

The Xero reports for April 2020 are attached.

3.3 **To be paid**

- Colonel Malones	Voucher Reimbursement	\$100.00
- Stratford Pharmacy	Voucher Reimbursement	\$50.00
- Anna's Flowers	Voucher Reimbursement	\$50.00
- 5 Star Liquor	Voucher Reimbursement	\$130.40
- Masters LTD	Voucher Reimbursement	\$50.00
- SDC	Prospero Place Garden Watering	\$255.65
- SDC	Americarna: Flag Trax	\$237.19
- Merco	Monthly Transaction Fees	\$1.73
- NZME	Member adverts for April	\$569.25
- Toko Lions	Americarna Parking	\$500.00

Total to Pay = \$1,943.82

THAT the financial reports are received and the payments are approved
with the exception of Prospero Place

WHITTINGTON/MCKAY
Carried

The secretary made the following notes:

- The secretary to further clarify SDC invoice for the garden watering on Prospero Place.

4. **REPORTS**

4.1 **Newsletter**

May's Newsletter focused on business support both at a regional level and through government. It also contained info on VT's Ahead of the Curve webinar series, NZME's Go Local campaign, the Media Works Mediafund, the Dog Control Policy and the Draft Annual Plan for review through Council.

Social Channels

Regular social media communication has continued both on Facebook and Instagram focusing on support and advice, webinars, sharing cool initiatives and members' own promotions.

General Business

- Weekly Stratford Press adverts have continued with the Stratford Press resuming print - these are sent in weekly and drafts sent to members for prior sign off. There has been a focus on how these businesses can be reached under various Alert Levels.
- Prospero Garden invoice breakdown - please see email attached. Communication with the Council's Assets manager explained that these have always sat with SBA. I could not find any prehistoric xero bills around this so this is being further investigated.
- Venture Taranaki Go Local campaign. Myself and Chade sat in on a Zoom meeting with VT last week to discuss concepts and to provide district specific input/channel opportunities for marketing. This went really well and all going to plan the campaign should have launched prior to Monday's meeting. More explanation around the campaign and how we can support it alongside Council to be discussed at the meeting.
- I have been thinking whether we see it as an opportunity to have an online webinar run by VT for all members to focus on the Go Local Campaign - what it looks like/how it will work as well as other support that businesses can currently access through VT.
- Stratford Businesses that have partnered up with VT for the Professional Services Grant are: CMK Chartered Accountants, Parker Marriner Lawyers and SBA Accounting.

THAT the secretary's report be received

MCKAY/WHITTINGTON
Carried

The secretary made the following notes:

- Follow up re the Prospero Garden invoice. Who does this responsibility sit with?
- SBA to support and work alongside the Go Local campaign - social media: secretary to put together a campaign, \$150.00 worth of SBA vouchers up for grabs each week for a 10 week period, window competition: Go Local theme. Get quotes to paint hoarding, obtain quotes for and design signage for the hoarding.

5. GENERAL BUSINESS

5.1 BA5's

There is a possibility that these can resume within the next month or so. People may be initially hesitant to gather so timing will need to be gauged appropriately.

The secretary made the following notes:

- This is to be readdressed at June's committee meeting - a decision will be made as per Govt. guidelines.

5.3 Membership

	April 2020	YTD 2019/ 2020
Members	0	142

5.4 General Member Discussion

There is a need for the committee to come together for a dedicated discussion around future initiatives, support and expectations/ideas around what we can deliver within the next 6 - 12 months. If we can plan this for at the next committee meeting or earlier (if needed) and ask committee members to bring some pre thought out ideas to bring to the table.

The secretary made the following notes:

- This is to occur once the committee can meet in person.
- Will be best as a standalone meeting perhaps after the June committee meeting.

5.5 Next Meeting

The next Stratford Business Association meeting will be held on Monday 8 June 2020 at 5.30pm at the TET Multisports Centre, Portia Street, Stratford.

The meeting concluded at 6:59pm

Matthew Dimock
CHAIRPERSON