
MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD AT TET STADIUM BAR & BISTRO, ON MONDAY 17 APRIL AT 5.30PM.

PRESENT

Matthew Dimock, Caleb Robinson, Matthew McDonald, Sharon Mackie-Langton, Richard Williams and Amy Kingston (Secretary).

APOLOGIES

Steve Roberts, Stan Chesswas.

ANNOUNCEMENTS

1. **CONFIRMATION OF MINUTES**

- 1.1 Stratford Business Association Meeting – Monday 20 March 2022. The minutes are attached.

RECOMMENDED

THAT the minutes of the Stratford Business Association meeting held on Monday 20 March be confirmed.

MCDONALD/DIMOCK
Carried

2. **CORRESPONDENCE**

Inward:

Favour the Brave	Marketing Proposal
Idyllic	Marketing Proposal
Design Garage	Marketing Proposal
Mediaworks	Spend up in Stratford Proposal
Stratford Community House AGM	

Outward:

Secretary	Payment Approval – TMS
Secretary	Payment Approval – Shane Jordan
Secretary	Website audit and marketing strategy
Secretary	Easter Hamper

THAT the correspondence be accepted and received.

MACKIE-LANGTON/DIMOCK
Carried

The secretary made the following notes:

- Marketing proposals to be discussed in general business.

- The committee discussed the Mediaworks Spend up in Stratford Proposal. In theory this looks good they would like some clarification on a few details, including:
 - o Is there a cost to members?
 - o Who do the prizes come from? This is something the committee would be happy to support in SBA vouchers which would then go back to our members and business community. Exact amounts and split to be confirmed up to the value of \$2000.
 - o How long does the promo run and how do some of the logistics work i.e. receipt boxes and by who and when is this to be done.

3. **FINANCIAL REPORT**

3.1 **Current**

Account balance as of 31 Mar 2023 - **\$61,941.98**

Visa balance as of 28 Mar 2023 - **\$23.03**

3.2 **Financial report**

The Xero reports for March are attached.

3.3 **Paid:**

General Expenses

NZME	Advertising	\$2139.00
NZME	Advertising	\$1378.74
MediaWorks Radio Lim	Advertising	\$3468.94
CMK	Accounting	\$115.00
CMK	Xero fee for Feb	\$75.90
TGM	Website hosting	\$345.00

Americarna

Baking Co.	Winner Morning tea x 3	\$44.00
Stadium Bar & Bistro	Winner Morning tea x 3	\$200.00
TMS	Traffic Management	\$6888.50
Shane Jordan	Wood show	\$5,750.00

Voucher Reimbursements

Forgotten 43 Brewing	Voucher reimbursement	\$140.00
Cottage Lane	Voucher reimbursement	\$60.00
Magnum Sports	Voucher reimbursement	\$110.00

Total paid: \$20,715.08

3.4 **To be paid:**

General Expenses

CMK	Xero fee for Mar	\$75.90
NZME	Advertising	\$1633.00
Remedy	March BA5	\$162.59

Workshops

Stadium Bar & Bistro	Venue/catering 30 Mar	\$206.50
Safe Business Solutions	Facilitator 30 Mar	\$632.50
Likuid Media	Facilitator 13 Apr	\$575.00

Voucher Reimbursements

Five Star Liquor	Voucher reimbursement	\$260.00
Stratford New World	Voucher reimbursement	\$280.00
Dimocks	Voucher reimbursement	\$50.00

Americarna

TLL Events	Sound and stages	\$4436.70
Westend Hire	Portaroo and other	\$855.60
SDC	Best for Less (window comp)	\$107.00
SDC	Rubbish bins and collection	\$111.02
SDC	Removal of Flags and bunting	\$505.70
SDC	Venue hire	\$80.00

Christmas

SDC	Police Vetting (Santa's Cave)	\$68.43
-----	-------------------------------	---------

Total to pay: \$9,154.34

THAT the financial report is received and the payments approved.

MCDONALD/WILLIAMS
Carried

4. **REPORTS**

4.1 Secretary's Report attached.

THAT the secretary's report be received.

MACKIE-LANGTON/ROBINSON

Carried

The secretary made the following notes:

- Tim Waite workshops: these do come at a high price point per person. The committee feel these would be best taken up through the individual business. We can share through our channels and highlight that businesses can get 50% off through the Venture Taranaki capability voucher scheme.
- Be Well Group: go ahead with all 3 workshops, mix up the days and times that they are delivered.
- You Change: Again, this style of workshop and content would be better suited run directly by an individual business – we can share this through our channels.
- The secretary will gauge interest with members on the possibility of bringing a First Aid course to Stratford.
- The committee like the idea of pricing up business cards – the secretary will look at some online options and costs.
- Great feedback received for the Likuid Media workshop.

5. **GENERAL BUSINESS**

5.1 **BA5's**

Tuesday 18 April – Stadium Bar & Bistro

Wednesday 17 May – Stratford Park

Wednesday 21 June – Govett Quilliam (Stratford)

5.2 **Membership**

	New	YTD 2021/ 2022
Members		144

Removed: Westpac New Zealand and Stratford District Citizens and Services Club Inc

5.3 **Romeo Awards 2024**

Ongoing discussion

<i>Complete</i>	<i>Outstanding</i>
Date booked: Saturday 10 August 2024	

The secretary made the following notes:

- The next focus is the budget. The secretary will update costs (estimates at this stage) to assist with formulating an overall budget. From there, this will inform sponsorship and ticket pricing.
- The secretary will book in a separate meeting in May for the Romeo Awards.

5.4 **Broadway Sound System**

To add to the May agenda.

5.5 **Marketing Strategy**

The secretary made the following notes:

- The committee received 3 proposals; Idyllic, Favour the Brave and Design Garage. Committee members agreed they would like to accept the proposal from Favour the Brave. The secretary will book in an initial meeting as soon as able to proceed with this work.

5.6 **Committee Meeting**

The next committee Meeting will be held on Monday 8 May 2023.

The meeting concluded at 6:49

Matthew Dimock
CHAIRPERSON