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**MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD AT TET STADIUM BAR & BISTRO, ON MONDAY 14 AUGUST AT 5.30PM.**

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**PRESENT**

Matthew Dimock, Richard Williams, Matthew McDonald, Sharon Mackie-Langton, Stan Chesswas, Amy Kingston (Secretary) and Chade Julie (Stratford District Council).

**APOLOGIES**

Caleb Robinson.

**PRESENTATION - CHADE JULIE, ACTING DIRECTOR COMMUNITY SERVICES.**

The secretary made the following notes:

- Chade updated the committee on Section 17 reviews and Long-Term Plan discussions that are currently taking place.
- The committee should be considering how to position themselves to a self-sustaining model if levels of service were to ever change within council.
- The committee felt that if needed, the secretary role will be easy to replace but further conversation would need to be had around events such as the Christmas Parade and Americarna as SBA might not be able to sustain the delivery of these events.
- Could there be potential to look at changing the current method of event delivery to another group?
- The committee brought up consultation periods and the difficulty to appropriately make a submission when the committee meet monthly and quite often, consultation periods open and close between meetings. The committee would like to have more lead up time to be able to make a submission on behalf of the business community. Chade encouraged the committee to not just wait for submissions to discuss any concerns, opportunities or complaints and instead to use all opportunities available to them. Including, requesting a time to speak to the full council, as well as engaging through the annual and long-term plan.
- The committee also discussed Broadway development and being able to submit feedback on the direction and how as a group they would like to be more involved.
- Chade again highlighted that SBA are welcome and encouraged to meet with council at any time – not just during a consultation period. Especially if there are projects they would like to discuss.
- The committee asked about current projects within council.
- Highlighted projects included:
  - o Transport Choices which has just opened for consultation.
  - o Better Off Funding (externally funded projects)
    - Three waters
    - Skate Park Development (on-going)
    - Beautification along Broadway (what will this look like) early discussions and the potential for SBA to be a part of this work.
    - Prospero Place: funding and development of area. Council currently leases a large area of this and are in current conversations to purchase this land.

- The committee discussed the earthquake risk of many of the businesses along Broadway highlighting that the verandahs are a big issue and would like to understand councils' views on this.
- The committee enquired around SUIP rates and what they are spent on. The secretary will enquire into this and provide feedback.

1. **CONFIRMATION OF MINUTES**

1.1 Stratford Business Association Meeting – Monday 10 July 2023. The minutes are attached.

THAT the minutes of the Stratford Business Association meeting held on Monday 10 July be confirmed.

MCDONALD/DIMOCK  
Carried

2. **CORRESPONDENCE**

**Inward:**

SDC	Feedback and funding opportunities currently open
CMK	2023 Annual Accounts
SDC	Scarecrow Trail 2023 – Sponsorship opportunity
NZ Companies Office	Reregistration for incorporated societies starts in October
Bishop's Action Foundation	Home Share Taranaki - A good idea?
IRD	Notice of Refund
Stats NZ	Annual Survey

**Outward:**

No outward correspondence

THAT the correspondence be accepted and received.

DIMOCK/CHESSWAS  
Carried

THAT the Stratford Business Association will sponsor the business category in the 2023 Stratford Scarecrow Trail with \$500 worth of SBA vouchers as the main prize.

DIMOCK/ MACKIE-LANGTON  
Carried

The secretary made the following notes:

- The committee discussed the reregistration for incorporated societies and will invite the Wheelhouse to an upcoming committee meeting to discuss what this means, and the changes involved.

### 3. **FINANCIAL REPORT**

#### 3.1 **Current**

Account balance as of 30 July 2023 - **\$69,118.84**

Visa balance as of 28 July 2023 - **\$23.30**

#### 3.2 **Financial report**

The Xero reports for July are attached.

#### 3.3 **Paid:**

##### **General Expenses**

CMK	Xero fee for June	\$75.90
Mediaworks	Stratford Shop & Win	\$1150.00
TGM	Website charges	\$276.00
SDC	Americarna – TMP	\$442.75

*Prepare and submit (Fulton Hogan)*

##### **Voucher Reimbursements**

Forgotten 43 Brewing	Voucher reimbursement	\$40.00
Colonel Malones	Voucher reimbursement	\$50.00
Colonel Malones	Voucher reimbursement	\$170.00
Five Star Liq	Voucher reimbursement	\$250.00
Five Star Liq	Voucher reimbursement	\$300.00
Masters Ltd.	Voucher reimbursement	\$130.00
Masters Ltd.	Voucher reimbursement	\$660.00
KHL	Voucher reimbursement	\$50.00
Stratford New World	Voucher reimbursement	\$110.00
Stratford New World	Voucher reimbursement	\$110.00
Mackays Pharm	Voucher reimbursement	\$250.00

##### **Workshops**

NZRC	Essential First Aid 29/6	\$1650.02
Stadium	Workshop catering 29/6	\$150.00
SDC	Venue Hire 29/6	\$252.00



- Through the online members survey, marketing workshops have been of interest. The secretary has looked into various topics for this. The committee would like to proceed with all four suggestions:
  - Phone photography and taking quality pictures for your business on your phone (4 hours) - **\$3900+gst**
  - Target Market & Buyer Personas - Understanding your audience, their pain points and how to talk to them with your marketing and website (2 hours) - **\$2900+gst**
  - Google Ads - Running ads and getting return on your investment (2 hours) - **\$2900+gst**
  - Chat GPT - How to use for your business (2 hours) - **\$2900+gst**
  
- Building Wellness Taranaki (BWT) is a Taranaki-based charitable trust delivering wellness support solutions including wellbeing promotion and suicide prevention programmes dedicated to strengthening our construction communities. MTFJ is hosting an event with BWT in Stratford on Tuesday 5 September after work at Forgotten 43 – open to all. The committee was asked if this were an event they would like to support. The committee is happy to support this event and will provide \$300 towards the cost. The SBA logo will be on marketing materials.

THAT the Stratford Business Association will support the BWT Stratford event and will put \$300 towards to cost.

DIMOCK/ MACKIE-LANGTON  
Carried

- Favour the Brave have made progress on the SBA website now moving it to a more businesses focused site. The committee approved the secretary to continue the discussions with the team to keep progress moving along providing updates to committee at monthly meetings.
- The committee discussed the need for a general wellbeing workshop prior to Christmas this year.

## 5. GENERAL BUSINESS

### 5.1 **BA5's**

Wednesday 16 August – Team Hope

Wednesday 20 September – Lions Den – *pencilled*

Wednesday 18 October – NZME

Wednesday 14 November – Meet the committee (SBA)

## 5.2 Membership

	New	YTD 2022/23
<b>Members</b>	1	147

- *New: Amelie Moncel Coaching & Consulting*
- *Removed: Willo – no longer operating in Stratford*

## 5.3 Romeo Awards 2024

Ongoing discussion

<i>Complete</i>	<i>To do</i>
Date booked: Saturday 10 August 2024	Update quotes and budget
Meeting: 22 May	Send out sponsorship expressions of interest - <i>draft attached</i>
Band booked: The Slacks	Create sub committee

The secretary made the following notes:

- The secretary has completed a draft expressions of interest letter for the Romeo Awards and will send out to the committee to check over.
- The secretary will book a separate Romeo Awards meeting within the next month.

## 5.4 Committee Meeting

The next committee Meeting will be held on Monday 11 September 2023.

*The meeting concluded at 7:20*

Matthew Dimock  
**CHAIRPERSON**