
MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD AT TET STADIUM BAR & BISTRO, ON MONDAY 12 AUGUST AT 5.30PM.

PRESENT

Chair: Matthew Dimock. Committee: Matthew McDonald, Sharon Mackie-Langton, Mike Radich, Glenn Adams and Amy Kingston (Secretary).

IN ATTENDANCE

Saba Afzal (Stratford District Council).

APOLOGIES

Maureen Tunnicliff, Trevor Tunnicliff.

1. **CONFIRMATION OF MINUTES**

1.1 Stratford Business Association Meeting – Monday 8 July. The minutes are attached.

THAT the minutes of the Stratford Business Association meeting held on Monday 8 July be confirmed.

ADAMS/RADICH

Carried

The secretary made the following notes:

- The TET meeting that the chair and deputy chair had set was queried as information received indicated that there was a no show. The chair did not think this was the case, as the suggested time was not viable therefore, it did not go ahead and will follow up with this to clarify.

2. **CORRESPONDENCE**

Inward:

Central Traffic Services Quote – Christmas Parade

IRD Notice of refund

Stats NZ Annual Enterprise Survey 2024

CMK 2024 Annual Accounts

Midhirst School Seeking fundraising

Erin Bishop Premier Rugby Finals Day

TET Taranaki Electricity Trust grant payment

SDC community directory

- Volunteers for local community organisations needed and free Funding 101 workshop on the 13th August.
- Urgent : do you need Board Members - opportunity tomorrow night in New Plymouth
- Apologies again : Urgent : do you need Board Members - opportunity tomorrow night in New Plymouth

Outward:

Secretary

Payment approval

DIMOCK/RADICH

Carried

3. FINANCIAL REPORT

3.1 **Current**

Account balance as of 31 July 2024 - **\$\$50,846.49**

Visa balance as of 28 July 2024 - **\$171.47**

3.2 **Financial report**

The Xero reports for July are attached.

3.3 **Paid:**

General Expenses

Merco	POLi fees	\$0.58
June Ba5	Percy Thomson Gallery	\$300.95
Freeparking	Website domain x 2	\$126.24

Voucher Reimbursements

Stratford Mountain House	Voucher reimbursement	\$50.00
Central Taranaki Automotive	Voucher reimbursement	\$50.00
Family Butchery	Voucher reimbursement	\$700.00
Five Star Liq	Voucher reimbursement	\$90.00
Stratfrod Optometrist	Voucher reimbursement	\$100.00
Stratford ITM	Voucher reimbursement	\$150.00
Stratford New World	Voucher reimbursement	\$40.00

Shop & Win

NZME	Radio	\$769.35
NZME	Print	\$517.50
Mediaworks	Radio	\$767.47
Abstract Signs	Printing	\$544.41
Favour the Brave	Design collateral	\$638.24

Americarna

Westend Hire	Portaloo	\$400.00
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Workshops

Stadium Bar & Bistro	Catering 11/6/24	\$175.00
GQ	June Lunch & Learn	\$575.00
App HQ	July Lunch & Learn	\$575.00

Total paid \$6,503.50

3.4 **To pay:**

General Expenses

CMK	Accounting	\$115.00
Abstract Signs	Voucher printing	\$149.04

Shop & Win

NZME	Print	\$575.00
NZME	Radio	\$1539.85
Mediaworks	Radio	\$1534.95

Americarna

SDC	Flags & Bunting Removal costs	\$552.79
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Total to pay: \$4,466.63

THAT the financial report is received, and the payments approved.

DIMOCK/RADICH
Carried

4. **REPORTS**

4.1 Secretary's Report attached.

THAT the secretary's report be received.

DIMOCK/ MACKIE-LANGTON
Carried

The secretary made the following notes:

- The secretary sought proposals for the following workshops:
 - o Shopify / Squarespace website workshops – *The Creatives*
 - o Canva – Beginner and intermediate workshops – *Idyllic*
 - o AI - Helping Business Growth with ChatGPT - *Mosaic Partners*
- Once the all three are received the secretary will send through for approval over email. The committee were happy with the content ideas and will await prices.
- The Chair made an additional workshop suggestion: Xero. The secretary will seek some options.
- A website refresh was discussed given the clunkiness of the website as it currently is it will cost no extra to start again while keeping the design and bones of the current site. The committee are happy to receive a quote.
- The 2024 Christmas Parade theme was discussed. The parade theme will be: '*Christmas Movies*'.
- The secretary discussed the upcoming Stratford Scarecrow Trail having sent through a sponsorship proposal earlier in the day. SBA have sponsored this event with \$500 worth of Stratford Business Association vouchers for a number of years now and they are happy to again sponsor the 'Business Category' for 2024.

- Garden Festival dates will be avoided when booking upcoming workshops as it will be a busy period for businesses.

5. GENERAL BUSINESS

5.1 **BA5's**

Dimocks 100% - 29 August
Stratford Park - 17 September

5.2 **Membership**

	Removed	New	YTD 2022/23
Members	12	3	135

New Members

- Moratti Agri
- Electrical Professionals Taranaki LTD
- Peter Reed (architecture)

Removed

- YouChange
- Xsight Limited
- Ministry of Social Development
- Studio 404 B+B
- CJ Castle Hire
- Woosh Exterior Cleaning
- DC Joinery
- Triple Peak Energy Solutions
- Thyme Out
- KJB Consulting Services Ltd
- Royale Accommodation
- Caltex Stratford

5.3 **2024 TET Application**

To discuss

The secretary made the following notes:

- Matthew Dimock and Glenn Adams will meet to discuss both the Incorporated Societies changes and the 2024 TET funding application.
- The new application will look at secretarial support for the association now that the group is stepping away from council.
- Sharon discussed that a letter should be written to council highlighting that each year the support for SBA is questioned and the unfairness of this.
- It was noted that Waitara Alive did not receive funding for their secretary in their latest funding round so further work and discussions are needed.

- TET also might not fund SBA if they drop community events.
- The committee discussed looking at their strategy, workplan and what the future options might be for the group before meeting with both Stratford District Council and Taranaki Electricity Trust.
- The secretary will send through dates that are available to speak at a council public forum.
- There was concern that the association could close its doors in the near future.
- The committee discussed the cost of events versus the secretary costs and wondered if has this had been discussed around the council table if the group do not support the Christmas Parade and or Americarna come 2025.
- The association would like to streamline their offering to focus more on businesses.
- The committee discussed whether they did continue to deliver one of the major events – Christmas Parade or Americarna. A further discussion is needed.
- The committee wondered if there was Economic data for Americarna specific to Stratford.
- The committee discussed having a conversation with council first to understand exactly what the future looks like for SBA and what the future relationship with council will be. If SBA no longer deliver the Christmas Parade or Americarna from June 2025 will council financially take on these events? This information will provide a clear plan to then meet with Taranaki Electricity Trust.

Other General Business discussed:

- The Shop & Win Promotion was briefly discussed. Feedback was good. There were a couple of comments around announcing winners on social media which will need to be taken into account before writing the Terms & Conditions for future promotions.
- More engagement on social media and refinement needed. The weekly draws were also very time consuming. However, generally a good start being the first one SBA has run themselves.
- There is a Business readiness workshop for Te Matatini on Tuesday 13 August. Sharon and Glenn will be in attendance.
- The associations annual AGM is coming up on Monday 14 October. The agreed venue for this will be the TET Stadium & Bar. Catering will be included. Matthew McDonald and Glenn will approach Ross Williams and John Whittington to see if they would like to come along as guest speakers. Once confirmed adverting will commence.

The next committee Meeting will be held on Monday 9 September 2024.

The meeting concluded at 7:08pm

Matthew Dimock
CHAIRPERSON