
MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD AT THE STRATFORD COMMUNITY HOUSE, ON MONDAY 18 JULY AT 5.30PM.

PRESENT

Matthew Dimock, Sharon Mackie-Langton, Caleb Robinson, John Whittington, Min McKay and Amy Kingston (secretary).

IN ATTENDANCE

Kelley Van Pelt.

ABSENT

Craig Burrows, Tracey Scheliin.

ANNOUNCEMENTS

ATTENDANCE SCHEDULE 2022

Date	11 Apr	23 May	13 June
Matthew Dimock	√	√	√
Min McKay	A	√	A
Craig Burrows	√	√	√
Caleb Robinson	√	√	√
Sharon Mackie-Langton	√	√	√
John Whittington	A	√	√
Tracey Scheliin	A	A	AB

Key

√ Present
A Apology
AB Absent

1. **WEBSITE DISCUSSION**

The secretary made the following notes:

- Kelley Van Pelt was invited to join the July meeting to discuss the Heart of Taranaki website and to come on board to assist with the maintenance of the website.
- Key areas identified to act on immediately:

- Remove business listings that are no longer members. These can be replaced with a simple listing which includes business name and key contact details.
- Add business listings that are not currently on the website but should be.
- Remove past/not valid events and update with current ones.
- From here the committee and Kelley will sit down and go through the website to identify what is or is not currently working.
- The secretary is to send an updated membership list to Kelley, any profiles that need to be added and known events to also be added.
- Kelley's hourly rate will be charged at \$30+gst which will be invoiced to SBA.

2. **CONFIRMATION OF MINUTES**

2.1 Stratford Business Association Meeting – Monday 13 June 2022.

THAT the minutes of the Stratford Business Association meeting held on Monday 13 June be confirmed.

DIMOCK/WHITTINGTON
Carried

3. **CORRESPONDENCE**

Inward:

Chade Julie Stratford Business Association shed - Prospero place
Chade Julie Stratford Business Association / Stratford District Council MOU

Outward:

Secretary Taranaki Electricity Trust (TET) 2022 funding application

THAT the correspondence be accepted and received.

DIMOCK/MCKAY
Carried

The secretary made the following notes:

- The chairman has as meeting with the Council Community Development Manager on 19 July to go through the SDC/SBC MOU. Key points for discussion have been added as notes to the draft MOU through Google Docs which includes but is not limited to:
 - The transition of major events such as Americarna and the Christmas Parade from a sole SBA event to a joint partnership.
 - Moving the secretary's role from administration to operational support.

4. FINANCIAL REPORT

4.1 **Current**

Account balance as of 30 June 2022 - **\$43,181.91**

Visa balance as of 28 June 2022 - **\$78.77**

4.2 **Financial report**

The Xero reports for June are attached.

4.3 **Paid:**

General Expenses

CMK	Xero subscription for May	\$71.30
NZME	Advertising	\$874.00
Stratford Community House	Venue Hire - 23 May	\$28.75

Voucher reimbursements

Dimocks 100%	Voucher reimbursement	\$50.00
Stratford ITM	Voucher reimbursement	\$20.00
Masters Ltd.	Voucher reimbursement	\$50.00
Stratford New World	Voucher reimbursement	\$170.00
Cottage Lane	Voucher reimbursement	\$50.00
Magnum Sports	Voucher reimbursement	\$300.00
Stratford Paper Plus	Voucher reimbursement	\$300.00
Five Star Liquor	Voucher reimbursement	\$300.00
Stratford Pharmacy	Voucher reimbursement	\$100.00
Colonel Malones	Voucher reimbursement	\$90.00
Mackays Pharmacy	Voucher reimbursement	\$280.00
Jichelle Health & Beauty	Voucher reimbursement	\$80.00

Total paid: \$2,764.05

4.4 **To be paid:**

General Expenses

CMK	Xero subscription for June	\$71.30
NZME	Advertising	\$1528.35
Stratford Community House	Venue Hire – 13 June	\$28.75
Percy Thomson Trust	June BA5	\$300.00
Forgotten 43 Brewing	Venture Taranaki Event – 23 June	\$693.50
Forgotten 43 Brewing	Women in Business – May event	\$325.00

Voucher reimbursements

Remedy	Voucher reimbursement	\$50.00
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Stratford New World	Voucher reimbursement	\$130.00
Cottage Lane	Voucher reimbursement	\$50.00
Website		
TGM	Annual hosting charge	\$276.00

Total to pay: \$3,452.90

THAT the financial report is received and the payments approved.

WHITTINGTON/MCKAY
Carried

5. REPORTS

5.1 Secretary's Report attached.

THAT the secretary's report be received.

DIMOCK /ROBINSON
Carried

The secretary made the following notes:

- Daffodil Day window competition prizes as decided by the committee:
 - 1st place: \$300.00 worth of SBA vouchers plus a morning tea shout to the value of \$150.00
 - 2nd place: Morning tea shout to the value of \$150.00
 - 3rd place: Morning tea shout to the value of \$150.00
- The committee discussed opening up workshops to non-members. There needs to be a clear differentiation between member and non-member benefits. A minimum charge for non-members will be \$30.00+gst per person per event.
- Santa's Cave was discussed. If there is to be a partnership between SBA and Feildtorque to deliver this years Santa's cave the committee will write a one-page document highlighting what that partnership is. SBA will contribute funds but in return there will need to be a signed document highlighting the vetting process for Santa and any helpers.
- The secretary discussed the upcoming A&P Show and if the committee is going to be involved in any way. The committee will look into "a site giveaway" for members. The secretary will get costs to send out to committee.
- Also discussed was a "Startup coffee catch-up" and facilitation of a one-off meeting opportunity to get people in the same room to discuss ideas and a platform to meet others. Invited will also be Dan Thurston Crow from Startup Taranaki and Luke Millard from Venture Taranaki. This is an opportunity to partner, increase membership and also reach current members who have joined that are new businesses. The secretary will implement this over the next 1-2 months. The cost of a hot drink will be covered up to a total cost of \$200.

- Romeo Awards was also discussed briefly with an aim to deliver this mid-2023. This will be included in the November agenda after the AGM to discuss with the new committee and to start the planning process.
- The Velocite workshop planned for 28 July will be unlikely to go ahead due to low engagement.
- The secretary will create a survey on SurveyMonkey to send out to all members around what type of workshops and development opportunities they would like to see.
- The committee discussed if delivering free events undervalues what SBA is trying to deliver. There is also a higher rate of ‘now-shows’ as there is no monetary loss if a business signed up and does not attend. Costs for workshops will be assessed on an individual basis dependent on the overall cost. This will also mean that the committee can get more out of funding to deliver activity.
- A possible workshop topic identified was ‘Time Management’.
- The secretary discussed the Digital Boost Facilitation Scheme and will send out further information to the committee.

6. **GENERAL BUSINESS**

6.1 **BA5’s**

20 July – Stratford Community House

17 August – TET King’s Theatre

6.2 **Membership**

	New	YTD 2021/ 2022
Members		140

6.3 **Activity**

- Idyllic – workshop topic choice.
- Women in Business guest speakers: Min McKay to lead.

The secretary made the following notes:

- Idyllic has been approached to deliver possible workshops which includes:
 1. Brand Awareness and building
 2. Social Media Deep Dives. How to get a strong social media presence or engage with clients on social media. (Thinking perhaps separate sessions for separate platforms so that people can get a really solid understanding)
 3. Canva deep dive. How you can make the most using canva
- The secretary will obtain costs for all three.
- The next Women in Business will be held in August – date and location to be confirmed.
- A \$500 budget has been allocated for a guest speaker.

6.4 **Committee Meeting**

The next committee Meeting will be held on Monday 8 August 2022.

The secretary made the following notes:

- It has been identified that members within the residential areas of Stratford are not receiving a weekly Stratford Press. This poses difficulties with advertising and community members missing out on key information and opportunities.
- The secretary will draft an email to send to the Stratford Press to ask if there is a solution to this.
- The SOS Business initiative that was led by Venture Taranaki, Taranaki Chamber of Commerce and the three District Councils saw 20 Stratford businesses sign up to it, many of which are SBA members. The committee would like to know if SDC has received any feedback on how this went for the businesses that signed up.

The meeting concluded at 7:29pm

Matthew Dimock
CHAIRPERSON