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

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**PRESENT**

Matthew Dimock, Caleb Robinson, Matthew McDonald, Sharon Mackie-Langton, Stan Chesswas and Amy Kingston (Secretary)

**APOLOGIES**

Richard Williams, Steve Roberts.

**PRESENTATION**

Tracey Blake – NZME – *postponed*.

**ANNOUNCEMENTS**

1. **CONFIRMATION OF MINUTES**

1.1 Stratford Business Association Meeting – Monday 8 May 2023. The minutes are attached.

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

MCDONALD/ROBINSON  
Carried

2. **CORRESPONDENCE**

**Inward:**

SDC Public Feedback - Draft Annual Plan 2023/24  
SDC Nominations Open - 2023 Citizen Awards

**Outward:**

No outward correspondence.

THAT the correspondence be accepted and received.

MCDONALD/DIMOCK  
Carried

The secretary made the following notes:

- The committee would like to be able to submit feedback to advocate for the business community on consultation matters from Stratford District Council. The committee feel the current consultation periods do not allow time to meet this if documents are opening and closing between meetings. SBA do send out key documents to their members but are

often not able to make a submission themselves. The secretary will provide this feedback to council.

- The committee was approached by the Taranaki Tarmac Rally asking if they could sponsor 60 Stratford Business Association bags to be used as entry bags for the upcoming rally held in Stratford. The committee are happy to provide bags to the group as this helps to promote, the association.

### 3. **FINANCIAL REPORT**

#### 3.1 **Current**

Account balance as of 31 May 2023 - **\$ 62,714.30**

Visa balance as of 28 May 2023 – **\$23.07**

#### 3.2 **Financial report**

The Xero reports for May are attached.

#### 3.3 **Paid:**

##### **General Expenses**

CMK	Xero fee for Apr	\$75.90
SDC	Easter items for gift basket	\$113.10
The Promo Room	Marketing material	\$2565.15
April BA5	Stratford Catering Company	\$300.00
SDC	Prospero Market (repayment)	\$20.00

##### **Voucher Reimbursements**

Masters Ltd.	Voucher reimbursement	\$1140.00
Caltex	Voucher reimbursement	\$3950.00
Jichelle	Voucher reimbursement	\$150.00
New Commercial Hotel	Voucher reimbursement	\$460.00
Stratford Pharm	Voucher reimbursement	\$100.00
Colonel Malones	Voucher reimbursement	\$40.00
Cottage Lane	Voucher reimbursement	\$50.00
Five Star Liq	Voucher reimbursement	\$540.00
Stratford New World	Voucher reimbursement	\$150.00
Stratford Paper Plus	Voucher reimbursement	\$190.00

##### **Americarna**

Toko Lions	Parking	\$600.00
SDC	Installation of flags/bunting	\$866.92

**Total paid: \$11,311.07**

3.4 **To be paid:**

**General Expenses**

CMK	Xero fee for May	\$75.90
Stadium	Workshop catering	\$120.00
NZME	Advertising	\$477.25
Stratford A&P	May BA5	\$300.00

**Voucher Reimbursements**

Forgotten 43 Brewing	Voucher reimbursement	\$50.00
Stratford New World	Voucher reimbursement	\$150.00
Five Star Liq	Voucher reimbursement	\$300.00

**Workshops**

Be Well Good	3 x workshops	\$2587.50
SDC	New World	\$35.59
SDC	Venue Hire	\$84.00

**Total to pay: \$4180.24**

THAT the financial report is received and the payments approved.

MCDONALD /DIMOCK  
Carried

4. **REPORTS**

4.1 Secretary's Report attached.

The secretary made the following notes:

- One of the participating businesses in the Spend up in Stratford promotion was unclear on what the prizes were. The secretary will make sure that this is clear, and that the information has been distributed.

THAT the secretary's report be received.

ROBINSON /DIMOCK  
Carried

5. **GENERAL BUSINESS**

5.1 **BA5's**

Wednesday 21 June – Govett Quilliam (Stratford)

Wednesday 19 July – NZME – *Pencilled*

5.2 **Membership**

	<b>New</b>	<b>YTD 2021/ 2022</b>
<b>Members</b>	2	146

- *Scarpas Shoes*
- *Venture Taranaki*

5.3 **Stratford Business Association digital channels**

To clearly articulate the groups' purpose and key action points moving forward.

The secretary made the following notes:

- The committee have had their first initial meeting with Favour the Brave who will be assisting the association with digital marketing. The first focus is on the website and ensuring that it aligns with the purpose of the association and that it is clear for the end user.
- All current digital channels (web and social media) have the name 'Heart of Taranaki' which makes the brand very confusing. A key first decision was if the committee want to keep it that way or re name platforms so that everything is moved to 'The Stratford Business Association'. The committee strongly agreed that they want to move away from Heart of Taranaki and bring 'The Stratford Business Association' to the forefront.
- Key objectives for the website are to make the user experience better as well as updating business listings.
- The association is happy for Favour the Brave to be given access to the website and to make recommendations on changes.

THAT the Stratford Business Association owned digital channels will be renamed from Heart of Taranaki to the Stratford Business Association.

DIMOCK/ROBINSON  
Carried

5.4 **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	Confirm Sponsorship value and tiers

The secretary made the following notes:

- The committee had a separate meeting for Romeo Awards planning to get things underway. This initial discussion focused on budget, sponsorship costs and ticket pricing.
- The committee are looking at increasing sponsorship costs to ensure that financially, the event can cover costs and breakeven.
- Proposed costs include:
  - o Naming sponsor: \$5,000
  - o Category sponsor: \$1,000
  - o Ticket price: (\$70 - \$80)
- The secretary will book in another Romeo Awards meeting prior to the next committee meeting.
- The secretary will send out a draft sponsorship letter and project plan prior to meeting for consideration.
- The committee discussed marketing spend and if there was a benefit to renewing media contracts with NZME and Mediaworks. As the association do not always spend the contracted amount it was decided that the committee will track spending in line with their budget and will book advertising as required rather than signing up a contract. The committee understands that by doing so, media partners may not provide monthly vouchers to give away at Ba5 events.
- The secretary will draft a letter to NZME and Mediaworks.
- The committee discussed increasing BA5 giveaways from 3 x \$20 SBA vouchers to 3 x \$50.

THAT the Stratford Business Association will give away 3 x \$50 SBA vouchers at each monthly Business after Five event.

DIMOCK/ROBINSON  
Carried

5.5 **Committee Meeting**

The next committee Meeting will be held on Monday 10 July 2023.

*The meeting concluded at 7:09*

Matthew Dimock  
**CHAIRPERSON**