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**MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD AT TET STADIUM BAR & BISTRO, ON MONDAY 20 MARCH AT 5.30PM.**

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**PRESENT**

Matthew Dimock, Sharon Mackie-Langton, Steve Roberts, Matthew McDonald, Richard Williams, Stan Chesswas and Amy Kingston (Secretary).

**APOLOGIES**

Caleb Robinson

**RECOMMENDED**

THAT apologies be accepted.

ROBERTS/ CHESSWAS

Carried

**ANNOUNCEMENTS**

1. **CONFIRMATION OF MINUTES**

- 1.1 Stratford Business Association Meeting – Tuesday 7 February 2022. The minutes are attached.

**RECOMMENDED**

THAT the minutes of the Stratford Business Association meeting held on Tuesday 7 February be confirmed.

ROBERTS/ MACKIE-LANGTON

Carried

The secretary made the following notes:

- To add that the Shane Jordan wood chopping display was approved after the February meeting with Americarna contributing 50% of the total cost.
- The sound system along Broadway will be moved to the April agenda for discussion.

2. **CORRESPONDENCE**

**Inward:**

IRD

Shakespeare Festival Stratford

Carissa Reynolds

Peter McNamara

Kelvin Wright

Chade Julie

MediaWorks

Notice of Refund

Upcoming events

Creative Communities Funding Now Open

Reminder to RSVP Stage 3 WMMP Have your say

Te Puna Umanga Venture Taranaki office relocation

Agreement

2023/24 advertising contract

NZME

2023/24 advertising contract

**Outward:**

Secretary

Payment Approval – February

Secretary

Payment Approval – Americarna

THAT the correspondence be accepted and received.

MCDONALD/MACKIE-LANGTON

Carried

The secretary made the following notes:

- The WMMP was discussed, more recycling facilities in Stratford would be welcomed as well as options for soft plastics.
- The first round of the SDC waste reduction fund closed on 10 March. This is a good initiative for businesses to start thinking of ways they can make a difference and reduce waste.
- The committee discussed both the NZME and MediaWorks advertising contracts discussing if the total spend was best utilised in this area i.e., could budget be moved around to support more digital advertising? Should the committee move away from the quarter page each week to a more general budget that they can spend on what is needed at the time. This has been pushed to the April meeting.
- The committee would like to look at the website and their overall marketing strategy and would like to send out a scope of works to digital marketing agencies and members to bring someone on board to assist with this.

THAT a scope of works will be drafted for Heart of Taranaki website and the associations overall marketing strategy and sent to local marketing agencies in Taranaki.

MCDONALD/DIMOCK

Carried

3. **FINANCIAL REPORT**

3.1 **Current**

Account balance as of 28 February 2023 - **\$80,075.02**

Visa balance as of 28 February 2023 - **\$34.87**

3.2 **Financial report**

The Xero reports for February are attached.

3.3 **Paid:**

**General Expenses**

Merco

Poli fees

\$0.58

NZME

Advertising

\$366.10

NZME	Advertising	\$1696.25
MediaWorks Radio Lim	Advertising	\$779.59
CMK	Accounting	\$151.80

**Voucher reimbursements**

Forgotten 43	Voucher reimbursement	\$110.00
Five Star Liquor	Voucher reimbursement	\$300.00
Colonel Malones	Voucher reimbursement	\$300.00
Stratford Mountain House	Voucher reimbursement	\$450.00
Stratford Knit & Sew	Voucher reimbursement	\$50.00
Stadium Bar & Bistro	Voucher reimbursement	\$200.00
Sinclair Electrical	Voucher reimbursement	\$100.00
Jichelle	Voucher reimbursement	\$100.00
Dimocks	Voucher reimbursement	\$750.00
Five Star Liq	Voucher reimbursement	\$300.00
Ink Pot	Voucher reimbursement	\$510.00
Masters Ltd.	Voucher reimbursement	\$1,270.00
Strat Mount House	Voucher reimbursement	\$50.00
Stratford New World	Voucher reimbursement	\$1,410.00
Stratford Paper Plus	Voucher reimbursement	\$910.00
Stratford Pharm	Voucher reimbursement	\$100.00

**Americarna**

Abstract Signs	Printing	\$655.50
Amy Taunt Photograph	Photography	\$150.00
Ashleigh Downing	Performer	\$380.00
CJ Castle Hire	Bouncy Castle	\$500.00
Frontline Ambulance	First Aid	\$690.00
L Harris	Music	\$150.00
Laura Griffiths	Music	\$2,070.00
Morph Face painting	Face Painting	\$255.00
Stadium Bar & Bistro	Food – volunteers	\$340.00
The Rolling Vibe Ltd	Music	\$250.00

**Total paid: \$15,344.82**

**3.4 To be 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

**Total to pay: \$7766.58**

THAT the financial report is received and the payments approved.

MDONALD/DIMOCK  
Carried

4. **REPORTS**

4.1 Secretary's Report attached.

THAT the secretary's report be received.

MACKIE-LANGTON /DIMOCK  
Carried

The secretary made the following notes:

- Americarna was briefly discussed. The event went well with positive feedback received. The additional one hour was also well received allowing participants time to browse and sit down for a meal rather than feeling rushed. An area for improvement for 2024 is the road closure.
- In the War Memorial Carpark notes made were that the live music although good, was probably not needed here alongside the wood chopping displays. The sound system also didn't work as well as it could have for the MC of the wood chopping – separate speakers would have been better rather than the stop/start between the music and wood chopping.
- Workshops were discussed. The secretary will organise a meeting with Tim Waite to discuss workshops options, topics, and price points. The topics sent through by Amy Luttrell were well received by the committee – the secretary will come back with prices for these.
- Other topics to look at included: Business growth; how to grow your business.
- The secretary will update the BA5 scope for hosts to include a comment around ensuring the BA5 is in a separate room when other activity is taking place i.e. at a restaurant.

- The quotes from TGM were discussed and approved including pens, notepads and tote bags. As well as the additional quote received for a tear drop flag and pull up banner.

THAT the secretary has approved up to \$1500 to order a new tear drop flag and pull up banner for the Stratford Business Association

MCDONALD /DIMOCK  
Carried

## 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**

	<b>New</b>	<b>YTD 2021/ 2022</b>
<b>Members</b>	3	146

- [Royale Accommodation](#) (*profile to come*)
- Multico Holdings Ltd (*profile to come*)
- [Phoenix Design](#): *Phoenix Design is a professional Graphic Design service, offering quality design at a competitive rate.*

### 5.3 **Workshops**

- What's coming up
- How topics are decided
- Proposals received
- Budget

The secretary made the following notes:

- Steve discussed the importance of people skills in customer facing roles including how to manage conflict.
- Workshops provided from SBA are also available to staff members.
- Additional topics to look into include staff wellbeing, nutrition, general wellbeing, financial literacy and people skills.
- Steve is happy to look at certain topics that might be of interest and the secretary will look into providers.
- You Change financial coaching was discussed as an option for financial literacy.

5.4 **Romeo Awards 2024**  
Ongoing discussion

The secretary made the following notes:

- This will be an ongoing discussion at each meeting to keep things moving. Meetings and or time will be increased as needed. To complete prior to the next meeting:
  - o Set a date – the secretary will look at availability in August 2024.
  - o Next steps will be discussed in April.

5.5 **Committee Meeting**

The next committee Meeting will be held on Monday 17 April 2023.

*The meeting concluded at 7:09pm*

Matthew Dimock  
**CHAIRPERSON**