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

PRESENT

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

APOLOGIES

No apologies received.

1. **CONFIRMATION OF MINUTES**

1.1 Stratford Business Association Meeting – Monday 12 February. The minutes are attached.

THAT the minutes of the Stratford Business Association meeting held on Monday 12 February be confirmed.

TUNNICLIFF M / ADAMS
Carried

2. **CORRESPONDENCE**

Inward:

SDC Creative Communities Scheme is now open
SDC Community Directory Info: Recreation Aotearoa Local Big Day Out
SDC Polices open for Feedback
SDC Rubbish and recycling changes

Outward:

Secretary Americarna payment approval

THAT the correspondence be accepted and received.

TUNNICLIFF T / ADAMS

The secretary made the following notes:

- The committee discussed timeframes for consultation through Stratford District Council. Often these are received in between meetings which do not allow time for discussion. The committee would like to make a submission on the consultation process. The secretary will find out if the committee can make a late submission.

- The committee discussed the positive impact of Americarna noting it was great to see so many people in Stratford and the town humming. While this event isn't for everyone, it is important for our town and our local economy.

3. **FINANCIAL REPORT**

3.1 **Current**

Account balance as of 29 Feb 2024 - **\$42,082.74**

Visa balance as of 28 Feb 2024 – **\$38.14**

3.2 **Financial report**

The Xero reports for Feb are attached.

3.3 **Paid:**

General Expenses

CMK	Accounting fees	\$81.65
Jamieson Motors	Bus Te Wera Ba5	\$230.00

Voucher Reimbursements

Stratford NW	Voucher reimbursement	\$600.00
Percy Thomson Gallery	Voucher reimbursement	\$70.00
Colonel Malones	Voucher reimbursement	\$100.00
Five Star	Voucher reimbursement	\$560.00
Dimocks 100%	Voucher reimbursement	\$100.00
Ink Pot	Voucher reimbursement	\$270.00
Central Taranaki Auto	Voucher reimbursement	\$50.00
Forgotten 43 Brewing	Voucher reimbursement	\$70.00
Magnum Sports	Voucher reimbursement	\$250.00
Masters Ltd.	Voucher reimbursement	\$350.00
Stratford Paper Plus	Voucher reimbursement	\$930.00

Christmas Parade

NZME	Advertising	\$185.73
SDC	Hall Hire (parade)	\$60.00
SDC	Waste station	\$211.06
TLL Events	Stage and sound	\$1898.32

Americarna

Abstract Signs	Signage	\$701.50
Be Magical	Balloon making	\$250.00
Frontline Ambulance	First Aid	\$690.00
Lions Club Stratford	Volunteer food	\$30.00
Morph Face painting	Face Painting	\$170.00
The Rolling Vibe	Band	\$250.00

TLL Events	Sound and Stage	\$2926.87
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Total paid \$10,953.48

3.4 **To pay:**

General Expenses

CMK	Accounting	\$115.00
CMK	Xero annual fee	\$979.80
TGM	Annual website hosting	\$345.00
Cheers Digital	Annual website hosting	\$262.20
SDC	GST on invoice 21696	\$31.66

Voucher Reimbursements

Percy Thomson Gallery	Voucher reimbursement	\$50.00
Egmont Repair	Voucher reimbursement	\$50.00
Masters Ltd.	Voucher reimbursement	\$160.00
Five Star	Voucher reimbursement	\$420.00
Cottage Lane	Voucher reimbursement	\$50.00
Stratford NW	Voucher reimbursement	\$250.00
Colonel Malones	Voucher reimbursement	\$150.00

Americarna

NZME	Advertising (print)	\$1322.50
NZME	Advertising (radio)	\$1110.90
Mediaworks	Advertising (radio)	\$1800.40
SDC	Waste station	\$364.08
SDC	Venue Hire	\$80.00
The GC's Band	Band	\$1500.00
Lowkeel	Design collateral	\$287.50
TMS	Traffic Management	\$7590.00

Total to pay: \$16,919.04

THAT the financial report is received and the payments approved.

MCDONALD/ TUNNICLIFF M

The secretary made the following notes:

- The chair noted that it is time the committee re look at the website and continue to progress with the work being done. Committee members will look over the website to discuss at the next meeting.

4. **REPORTS**

4.1 Secretary's Report attached.

THAT the secretary's report be received.

DIMOCK/ADAMS
Carried

The secretary made the following notes:

- Not all committee members are receiving emails from SBA. The secretary will check that all committee members are on the Mailchimp list.
- The committee discussed pricing for the Lunch & Learn series deciding that there will be no charge for April or May to be discussed again at the May meeting.
- The committee / secretary will look into workshop topics to deliver in the coming months outside of the lunch and learn events.

5. **GENERAL BUSINESS**

5.1 **BA5's**

Wednesday 20 March – Taranaki Pioneer Village
Wednesday 17 April - Te Popo Gardens and Accommodation
Wednesday 15 May - Taranaki Diocesan School for Girls

5.2 **Membership**

	New	YTD 2022/23
Members	1	142

- Stott & Co Tree Experts

5.3 **General Business**

- The chair discussed a Shop and Win promo to run in winter. The committee decided:
 - o SBA will run a promo within a media partner to remove the cost for businesses to enter. SBA will still advertise with both NZME and Mediaworks.
 - o An approximate budget of \$10,000 will be allocated to this promotion.
 - Advertising (up to \$4,000)
 - Prizes \$6,000 made up of 5 x \$100 and 1 x \$500 SBA voucher amounts given away weekly across a six-week period.

- Promotion period: 20 May – 30 June 2024
- The committee will continue to discuss and iron out logistics over the next month.
- April is Shakespeare Festival. The secretary will email out a separate email to members showcasing the festival.
- The Prospero place shed will hopefully be removed this week. Waiting for a confirmed time from contractors.
- SBA need to reinstate the grass; topsoil and grass seed has been asked – the secretary will ask if council can provide a quote for this work.
- The speaker upgrade along Broadway is likely to go ahead the 2nd week of April. A meeting was had at council and a JSA completed and approved for work.

5.4 **Committee Meeting**

The next committee Meeting will be held on Monday 8 April 2024.

The meeting concluded at 6:41pm

Matthew Dimock
CHAIRPERSON