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**MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD AT THE STRATFORD COMMUNITY HOUSE, ON MONDAY 23 MAY AT 5.30PM.**

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**PRESENT**

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

**APOLOGIES**

Tracey Scheliin.

**ANNOUNCEMENTS**

**ATTENDANCE SCHEDULE 2022**

<b>Date</b>	<b>14 Feb</b>	<b>7 Mar</b>	<b>11 Apr</b>
Matthew Dimock	√	√	√
Min McKay	A	√	A
Craig Burrows	A	√	√
Caleb Robinson	√	√	√
Sharon Mackie-Langton	√	√	√
John Whittington	√	√	A
Tracey Scheliin	A	√	A

Key

√ Present  
A Apology  
AB Absent

1. **CONFIRMATION OF MINUTES**

- 1.1 Stratford Business Association Meeting – Monday 7 March and Monday 11 April 2022. The minutes for both meetings are attached.

THAT the minutes of the Stratford Business Association meeting held on Monday 7 March be confirmed.

DIMOCK/BURROWS  
Carried

THAT the minutes of the Stratford Business Association meeting held on Monday 11 April be confirmed.

DIMOCK/ROBINSON  
Carried

The secretary made the following notes:

- Update the meeting location from zoom to the Stratford Community House in the April minutes.

## 2. CORRESPONDENCE

### **Inward:**

CMK	Change of account manager
SDC	2022 Citizen Awards
New Zealand Companies Office	Certificate of Incorporation
Stratford A&P Show	Stratford A&P Show 2022

### **Outward:**

New Zealand Companies Office	Restoring an incorporated society
Secretary	Financials for approval

THAT the correspondence be accepted and received.

DIMOCK/MCKAY  
Carried

## 3. FINANCIAL REPORT

### 3.1 **Current**

Account balance as of 31 April 2022 - **\$46,317.47**  
Visa balance as of 28 April 2022 - **\$22.98.**

### 3.2 **Financial report**

The Xero reports for April are attached.

3.3 **Paid:**

**General Expenses**

CMK	Xero subscription for Feb	\$71.30
NZME	Advertising	\$1092.50
Wheelhouse	Workplan session	\$287.50

**Voucher reimbursements**

Masters Ltd.	Voucher reimbursement	\$150.00
Five Star	Voucher reimbursement	\$60.00
Colonel Malones	Voucher reimbursement	\$100.00
Cottage Lane	Voucher reimbursement	\$50.00
RJ Eager	Voucher reimbursement	\$50.00
Stratford Pharmacy	Voucher reimbursement	\$70.00

**Total to paid: \$1,931.30**

3.4 **To be paid:**

**General Expenses**

CMK	Xero subscription for April	\$71.30
NZME	Advertising	\$874.00
Stratford Community House	Venue Hire - 11 April	\$28.75
Abstract Signs	Signage and May BA5	\$1,128.00

**Voucher reimbursements**

Fieldtorque	Voucher reimbursement	\$150.00
Stratford Knit & Sew	Voucher reimbursement	\$20.00
Stratford New World	Voucher reimbursement	\$400.00
Stratford Pharmacy	Voucher reimbursement	\$30.00
Masters Ltd.	Voucher reimbursement	\$790.00
Cottage Lane	Voucher reimbursement	\$50.00
Five Star Liquor	Voucher reimbursement	\$250.00

**Total to pay: \$3,792.05**

THAT the financial report is received and the payments approved.

DIMOCK/ROBINSON  
Carried

4. **REPORTS**

4.1 Secretary’s Report attached.

THAT the secretary’s report be received.

DIMOCK/WHITTINGTON  
Carried

The secretary made the following notes:

- The committee would like to set the date of the Christmas parade as Friday 2 December 2022 sticking with the first Friday of December.
- The committee would like a market at the Christmas Parade, similar to the 2020 set up as that went really well and it adds to the atmosphere.
- The secretary will confirm total cost of the Venture Taranaki workshop once finalised and will confirm contribution from all parties.
- If a business would like to host a Business after Five event, invite them to attend an earlier BA5 so they understand how they are run. This is to be added to the scope that gets sent out to BA5 hosts.

5. **GENERAL BUSINESS**

5.1 **BA5’s**

May – Abstract Signs – *complete*

June – Percy Thomson Gallery

5.2 **Membership**

	<b>New</b>	<b>YTD 2020/ 2021</b>
<b>Members</b>		140

The secretary made the following notes:

- Kelley Van Pelt is interested in contracting to the Stratford Business Association to carry out work on the website. Kelley is to be invited to the June committee meeting. From that, a scope of work will be confirmed. The contract will be casual at this stage until funding for the website has been confirmed for another year. The contract rate is \$35.00 per hour.
- A mid-winter scratch and win promo was again discussed in a bid to get people into town and increase business in Stratford. This has been run in the past and worked well. The idea is that a shopper will ‘scratch and win’ an SBA voucher instantly. This will run over a month and scratchies will only be available at member businesses. The committee discussed a minimum spend of \$20 to get a scratchy and an overall total cost of promotion at \$10,000 plus advertising and printing. This is to be confirmed

- alongside the budget. The committee will talk more about allocation of vouchers particularly in bigger stores i.e Stratford New World.
- The secretary will find out more about the scratchy side of things, and how it could work to bring to the June committee meeting.
  - The committee spoke about updating their rules at the 2022 Annual General Meeting.
  - The secretary will draft a TET funding application alongside the annual workplan and budget to bring to the June committee meeting.
  - The committee would like to start booking in workshops to deliver – the secretary is to start looking into these.
  - The workshop with the Stratford District Council went well and was positive. From here, the committee would like to know what the next steps are to finalise and sign of the MOU. The secretary is to send an email to follow up this process.
  - A discussion was had around vouchers at BA5 events and if non members could put their cards in the draw - the outcome was yes, as it draws more people to the events and hopefully helps to gain more members.

### 5.3 **Committee Meeting**

The next committee Meeting will be held on Monday 13 June 2022.

*The meeting concluded at 6:25*

Matthew Dimock  
**CHAIRPERSON**