
MINUTES OF THE STRATFORD BUSINESS ASSOCIATION MEETING HELD VIA ZOOM ON MONDAY 20 APRIL 2020 AT 7.00PM.

PRESENT

Chairperson: Matthew Dimock, Committee Members: Min Mckay, Sharon Mackie-Langton, Jason Kowalewski, John Whittington, Amy Kingston (secretary), Chade Julie (Stratford District Council).

APOLOGIES

Ashleigh Rowland, Peter Dalziel, Tracey Scheliin, Gavin Cox, and Craig Burrows.

1. **CONFIRMATION OF MINUTES**

1.1 **Ordinary Meeting – Monday 16 March 2020**

Stratford Business Association Meeting – 16 March 2020

THAT the minutes of the Stratford Business Association meeting held on Monday 16 March are accepted.

KOWALEWSKI/WHITTINGTON

Carried

2. **CORRESPONDENCE**

Inward:

TSB	Changes to Resident Withholding Tax exemption process
MSD	Direct Credit Remittance (membership fee)
SDC	Dog Control Act Notification

Outward:

No outward correspondence to report

MCKAY/KOWALEWSKI

Carried

The secretary made the following notes:

- The secretary to correspond with members to remind them of the Dog Control Bylaw

3. FINANCIAL REPORT

3.1 **Current**

Account balance as of 31 March 2020 - **\$19,847.79**

Bank statement attached.

3.2 **Financial report**

The Xero reports for March 2020 are attached.

3.3 **Invoices Paid:**

- Willo	Voucher Reimbursement	\$80.00
- Stratford New World	Voucher Reimbursement	\$340.00
- Master Ltd	Voucher Reimbursement	\$170.00
- TMS	Americarna 2020	\$5399.25
- SDC	Statement	\$1950.66
- SDC	WMC hire	\$80.00
- Paper Plus	Purchase Order Kelly	\$474.51
- Cottage Lane	Voucher Reimbursement	\$40.00
- Colonel Malones	Voucher Reimbursement	\$110.00
- Five Star Liquor	Statement	\$209.97
- TGM Creative	Annual website hosting charge	\$207.00
- Media Works	Americarna promotion	\$1150.00
- TLL Events	Americarna booking	\$4694.30
- Central Taranaki Auto	Voucher Reimbursement	\$20.00
- TMC	Americarna services	\$650.00
- Frontline Ambulance	Americarna	\$632.50
- NZME	Radio Package	\$1730.75
- NZME	Promotional activities	\$5296.90
- Stratford Pharmacy	Voucher reimbursement	\$150.49
- CMK	Xero: Dec, Jan, Feb	\$207.00
- Technology SOS	SBA services	\$1581.25
- Dimocks 100%	Statement	\$595.00
- Google	G Suite (DD)	\$21.17
- TSB Visa	Min monthly payment	\$10.00
- Abstract Signs	Americana signage	\$218.50
- Abstract Signs	Prospero Place signage	\$92.00
- TSH	Glockenspiel Recordings	\$1035.00
- AATEA Solutions	Glockenspiel Project	\$883.20
- Cottage Lane	Voucher Reimbursement	\$50.00
- Stratford Mountain House	Voucher Reimbursement	\$50.00
- Stratford Mountain House	Voucher Reimbursement	\$100.00
- Paper Plus Stratford	Voucher Reimbursement	\$120.00
- Stratford New World	Voucher Reimbursement	\$170.00

Total Paid = \$28,519.45

3.4	To be paid		
-	Colonel Malones	Voucher Reimbursement	\$100.00
-	Stratford Pharmacy	Voucher Reimbursement	\$50.00
-	Anna's Flowers	Voucher Reimbursement	\$50.00
-	5 Star Liquor	Voucher Reimbursement	\$130.00
-	Masters LTD	Voucher Reimbursement	\$50.00
-	SDC	Prospero Place Garden Watering	\$255.65
-	SDC	Americarna: Flag Trax	\$237.19
-	Merco	Monthly Transaction Fees	\$1.73

Total to Pay = \$874.57

THAT the financial reports are received and the payments are approved.

WHITTINGTON/MCKAY
Carried

The secretary made the following notes:

- The secretary to clarify SDC invoice for the garden watering on Prospero Place
- A discussion with NZME is needed to clarify what is in contract vs invoices that we are receiving. Matt to speak with Tracey - the secretary to send contract and invoices.

4. **REPORTS**

4.1 **Shop Local Promotion**

I have been in discussions with NZME around a 'shop local promotion' in order to hit the ground running once we move down Alert Levels. I have attached the proposal and costs.

Social Media

I have made a very conscious effort to ensure we are visible on Social media with regular content being posted to both Facebook and Instagram particularly around Covid-19 support and news when it is made available. As previously mentioned engagement (Facebook) has been very low which is concerning when trying to get out key information to the business community. You may have seen that I have done a little re draw for the Easter baskets which I boosted and engagement has been staggering. Lesson: keep simple and include treats. We have already seen an increase of nearly 500 followers. With this, I am hoping that overall engagement for future communications will increase.

Relationships

It has been great having a member within the SBA from MSD as this has effectively strengthened this relationship and given us more in depth communications to then pass on to all members. You will have seen two 'Messages from the Ministry of Social Development' that have been sent out within the past month focused on business support as we navigate our way through the effects of Covid-19.

Similarly, I have been in close contact with the team from Venture Taranaki. They currently have a 'Covid-19 impacts survey' running, closing on Monday 20 April. We want to encourage as many businesses as possible within the Stratford District to take part. It has been promoted through our emails as well as social media platforms as has the SME Professional Services Grant initiative. I will find out more from VT around survey results next week.

I have attached an email from VT specifically focusing on the numbers from the Stratford District who have interacted with VT to date.

The next Economic Development report will be available on May 25 which will provide an in-depth view of retail and industry expenditure from the current quarter. I will present this update to the Committee once available.

Following on from our March meeting

Americarna expenses

I have attached the Americarna Project Plan highlights both predicted and actual costs of the event.

Prospero Place Garden designs

Neil Cooper (Stratford District Council) will be project Managing this space which will include the master plan for this area covering both Broadway and Prospero Place. We have the ability to work alongside him to achieve this and support where possible to continue to move the project along.

Glockenspiel Sound System

I have been liaising with TSH around needs for this and they will provide us with quotes for a couple of options so we have something to work with once we are able to return to business as usual.

Walking & Cycling Strategy

The Government has and released a funding scheme to provide extra funding to expand footpaths and roll out temporary cycleways. Funding will come from the 'Innovating Streets for People pilot fund'. Extensions are formed using basic materials like planter boxes and colourful paint which could add a really cool vibrant feel to the District. This may be worth looking into to see if we could work alongside Council to perhaps unlock some of this finding to help shape/inform longer solutions.

Parking enforcements/infringements

Feedback here was that parking control is more ‘responsive’ to issues as they arise rather than a ‘proactive’ patrolling regime. If there are any particular issues that are arising please let council know and they will be addressed.

THAT the secretary’s report be received

MCKAY/KOWALEWSKI
Carried

The secretary made the following notes:

- The secretary to clarify with Tracey the exact inclusions for money spent in the ‘shop local’ campaign. To be led by SBA and supported by NZME. Committee members to ‘surprise’ shoppers with vouchers (this needs refining). Campaign period needs to be extended.
- The secretary to find out what Stratford businesses are on board with VT with the professional services grant.
- A meeting needs to be had between Neil Cooper and SBA regarding Prospero Place when the time is right.

5. GENERAL BUSINESS

5.1 BA5’s

These have been temporarily postponed until further notice.

The secretary made the following notes:

- Flesh out the possibility of an online webinar with VT

5.3 Membership

	April 2020	YTD 2019/ 2020
Members	1	142

5.4 General Member Discussion

Covid-19 Economic Recovery

- Working alongside VT in this space as recovery plans/recommendations become apparent.

- How can we continue to support SBA members throughout this

The secretary made the following notes:

- There needs to be a separate in depth discussion around recovery and support within the next few months

5.5 **Next Meeting**

The next Stratford Business Association meeting will be held on Monday 11 May 2020 at 5.30pm at the TET Multisports Centre, Portia Street, Stratford, or via Zoom if this is not a possibility.

The meeting concluded at 8:29pm

Matthew Dimock
CHAIRPERSON