

## AGM Minutes

**Wednesday 16 October, Off The Track, Havelock Road**

In attendance for AGM:

Tennille Flood	Clothesline Collections
David Trim	DTA Online
Wayne Mills	Harvest Lodge
Sarah Loza	Forsyth Barr
Kaye McGarva & Phillipa	Muse Art Gallery
Nat Berry & Sarah	Arataki Honey
Chris Ormond	Giant Brewing
Debbie Clifford	Blackboard Jungle
Robin and Deon	Havelock North Community Patrol
Duncan Brown	Duncan Brown Photography
Caitlyn Clark	Langley Twigg
Julia Paul	Crisp Home + Wear
Rod Triplow	Gemco
Pip Cavanagh	Scandi Design
Jacqueline Supra & Derek	Kairunga Gardens
Nait Scott	Mackersey Development
Casey Anderson	RTA Studio
Tom Ormond	Hawthorne
Jo	Sallyanne
Mandy	Anna Stretton
Paul Michaelsen	HBMI
Chris and Fiona	Off The Track
Sandra Hazelhurst	HDC
Kellie Jessup	HDC
Kev Carter	HDC
Damon Harvey	HDC
Wendy Schollum	HDC
Michael Fowler	HDC
Emma	HNBA
Marie	HNBA

### **EMMA MCROBBIE (EM):**

Good evening everyone, thank you for being here for the 2024 AGM of the Havelock North business association,

I declare this meeting open as of 6.02pm

Just some quick house keeping

- Toilets are located just outside the doors you entered through
- In the case of an emergency please make your way to the car park via the emergency exits
- And after these formalities we will move back through for nibbles and drinks.

We have 3 items to pass this evening, as they come up I will ask for two financial members to raise their hand to confirm, we require a first and second for all of these.

If you wish to raise an item not on the agenda please wait until the general business portion of this meeting, I will ask if anyone has anything to raise at this time.

Firstly, the apologies we have for this evening are

1. David Mackersey ,
2. Mandy Cartwright
3. Kris Larner
4. Andrew Kirkpatrick
5. Louise Ward
6. Gareth Ward
7. Inga Wallace
8. Andrew Davis
9. Ingrid Painter
10. Venetia Thorp
11. Jenn Wright
12. Rebecca Porritt
13. Hannah Fisher
14. Liz Dixon
15. Mardene Badenhorst
16. Susie Devonshire
17. Jay Durham
18. Nicki Cruickshank
19. Linda Wulf
20. Gregor Bell
21. Greg Nicholson

22. Bert Van de Steeg

23. Sophie Shield-Barret

I now move to confirm the minutes circulated from our previous AGM are accepted as true and correct,

Can I please have two financial members raise their hand to confirm this,

And a second,

Thank you

Minutes from previous AGM confirmed by **Casey Anderson** and **Jacqueline Supra**

### **Chairperson remarks by Casey Anderson**

Good Evening Everyone – great to have everyone here tonight

I will try and keep this brief so we can continue to enjoy each others company.

Firstly, just an early shout out to Em and Marie for all they do for this association. A large portion of what I'm going to be talking about tonight wouldn't happen with out them so on behalf of the board, a heartfelt thank you from us for all you do 😊

This evening I will be speaking to you about our activities from July 2023 to June 2024.

Earlier this year both our 2023 annual plan report and the new annual plan were presented and endorsed by the Hastings District Council Operations Committee.

I won't go into all the outcomes from this presentation tonight, but I would encourage you to review the circulated full annual plan report for more details.

Over the past five years, the Havelock North Business Association (HNBA) has been focused on evolving and modernizing our offerings to better serve our members.

We've continued to refresh impactful concepts and introduce new activities, taking on board member feedback after each campaign.

This process has allowed us to further develop our marketing activities, maximizing benefits for all sectors of our membership — Shop, Eat, Stay, Play, Live, and Professional Services.

In the past year, we've implemented 13 initiatives as part of our annual plan, with a focus on cyclone recovery and a website & brand refresh. Some of the key activities we've undertaken include:

- Bay Buzz Advertorials: We produced four double-page, image-heavy advertorials, showcasing a range of businesses and engaging with locals. The topics covered were:

- O Enjoy Local, Shop Havelock North

- O Eat the Village

- O Stay a Little Longer in Havelock North

- O Discover Health & Wellness in the Village.

- Domestic Tourism Campaign: We collaborated with Roady NZ, one of the top travel content creators, to highlight how much you can experience in a weekend in the Village. This resulted in four reels and a digital campaign, featuring 17 businesses from retail, hospitality, and accommodation. We now also have a treasure trove of high-quality imagery and video for future use through this investment.
- Vibrancy Initiatives: We ran a support local poster campaign, hosted Sip & Sounds events, and supported various Christmas festivities, including the ever-popular Santa Mailbox.
- Public Event: Our third Village on Sale event saw participation from 32 retailers, as well as a community event on the Village Green, raising \$2,700 for the Havelock North Fire Brigade.

To give you an idea of the impact these had; we achieved a combined reach of over 2.3 million kiwis for these campaigns.

We've also been thrilled by the strong turnout at our member celebration events. Over the last four events, we saw a combined attendance of more than 320 people.

Earlier this year in April, I, along with a subcommittee of board members, worked on an update of our strategic plan as the previous plan was valid only until June 2024.

In 2020, a previous board revised our mission, vision, values, and the three core goals of our strategic plan, which we still believe remain relevant. Our main updates focused on the priority initiatives for each goal, with a key change being the expansion of our rated levy area, which has significantly reduced external memberships.

At every bi-monthly board meeting, our manager provides a color-coded progress plan, and we allocate time for board discussions. This updated strategic plan has been circulated with the meeting documents and in previous newsletters. If you would like a direct copy of any of our plans, please feel free to reach out to Emma.

In summary, the Havelock North Business Association board is extremely proud of what we've achieved over the last financial year. Our promotional campaigns have been effective in driving both local and domestic tourism spend and enhancing vibrancy within the CBD.

Despite the tough economic climate, we remain committed to listening to member feedback and trying new approaches to keep the community engaged and supporting Havelock North businesses.

I encourage all of you to continue engaging with us, providing your feedback so that we can ensure we're working in the best interest of our membership.

Regarding the board We're always looking to keep our board diverse and representative of our membership's industries, so we strongly encourage those of you, especially in the hospitality and tourism sectors, to step forward and consider a seat on the board. Fresh perspectives and new expertise could make a real impact.

Lastly, I would like to thank the board for all the time they invest into this association. It's a fun and engaged bunch who have the village and it's community at the forefront of their thinking – so a big thanks you all.

That's me team - Thanks very much and enjoy your evening.

**EM:** Thanks Casey.

We have posters up on the windows with 4 questions we are asking about annual planning and where you would like to see us in the future, please grab a post-it and vote. We will be sending these questions out by members survey too.

Our financial review has been audited by bay audit. We have hard copies here, if you want one emailed directly to you let me know. Otherwise, it will be digitally circulated with these meeting minutes.

### **Sarah Loza speech on annual financial report**

The year to 30 June 2024 had a greater air of austerity around it than the previous period. The post cyclone environment has certainly required a tightening of belts and effort to do more with less, or perhaps as much with less. The region and whole of NZ is struggling with the high cost of living and economic environment, and we are acutely aware of this impact on our member businesses – retailers, hospitality and services.

We are grateful for the Hastings District Council for their ongoing support. The councillors who sit in on our board meetings are wonderful advocates and proactive allies when it comes to navigating the processes for funding requests for vibrancy, and general maintenance and upkeep of the village. So thank you.

By way of background the Board establishes an annual budget with the objective being money in/money out, so that the current members directly benefit from the council levies or their direct member subscriptions, which are directly used in promoting Havelock North as a destination and place to do business. This year the Board made the decision to pull out almost \$5,000 of interest received on a term deposit (which we maintain as cash reserves for the unexpected) and place into the operating budget, to be used to benefit current members.

Also this year, to mitigate increasing general running costs, the board moved to request a 4% rated levy increase from the Hastings District Council. This is the second time in 5 years we have requested this and the board were conscious not to over extend when our members are dealing with the same issues.

I won't go into a lot of detail, but a few comments on the Income Statement:

The bulk of our income is fixed with the HDC levy funding accounting for 90% of income. The rest is made up of other membership subscriptions, sponsorship/donations and interest on investments.

Total revenue of \$160,171 was down 11% from 2023, the primary reason for the difference was that in the previous period we obtained \$15,000 funding from Council for the large Village Street Carnival event. However, you'll note there was a similar corresponding drop in expenses, as we pivoted from running a large expensive carnival event to a smaller event on the Village Green and focussed on the domestic tourism campaign, leveraging social media/digital channels and smaller activations and village vibrancy.

Overall, expenses were down 15% from the previous period. We underspent budget by approximately \$6,000, due largely to the additional interest income and small savings on vibrancy spend and other minor savings throughout.

The small net deficit of \$485 flows through to the balance sheet.

Finally a big thanks to our Manager, Emma, for her hard work and commitment and also to Marie for her support and her terrific work on Reels and Social Media.

**EM:** Next, we move to the election of board members,

There are a total of 8 board seats available and with only 8 nominations there is no call for a vote this evening. The board will vote on our next chairperson at the first board meeting following this AGM.

As I say your names can you please stand up. The board nominations are: For Re-standing:

- Casey Anderson (RTA Studios),
- Jacqueline Supra (Keirunga)
- Sara Loza (Forsyth Barr)
- Natalie Berry (Arataki Honey),
- Aaron Mills (Havelock North Motor Lodge)
- Nait Scott (Mackersey Development)
- Julia Paul (Crisp Home + Wear)

Thank you, you may all be seated.

Our new board nomination is

- Sophie Sheild Barrett

Please raise you hand if you wish to challenge any nomination – **none**, great thank you

Can I please have a show of hands of all those in support of these nominations being accepted? – **majority**.

By majority show of hands I move to accept these board nominations can I please have 2 members confirm this – **Debbie Clifford** and **Nait Scott**.

Can I have 2 people confirm the presented financial report is accepted as true and correct – **Debbie Clifford** and **Casey Anderson**.

We have a small gift for members staying on – wine and flowers, please come and collect your gift.

In an era where free time is a precious commodity, we sincerely thank you for continuing to dedicate some of yours to support the growth and prosperity of the Havelock North businesses community. I won't make you all stand again but, please remember to collect your gift on your way out this evening.

**EM, Welcomes Her Worship Mayor Sandra Hazelhurst to speak.**

Hello, I would like to acknowledge Casey and Jaki for stepping up as chair and vice chair person. I also acknowledge Emma, we saw the annual plan when you came to present to the operations committee on behalf of the HNBA and are really impressed with the vision for Havelock North. I acknowledge councillors Harvey and Schollum, who support Havelock North Business Association as Councillor representatives and also Councillor Jessup and Fowler, who have joined us this evening.

Havelock North has a special place in our hearts and I'm seeing business owners working extra hard to make sure people are walking through the door and supporting not just their own but all local businesses. I know it's been a tough year, we need to be thinking outside the square to keep things moving. It's exciting to see the HDC development committee are all looking at the Havelock North master plan as raised by you in the council annual planning process, starting with community engagement and making sure Havelock North keeps its vision for the future inline with what so many love about it. Havelock North has a precious place in the hearts and minds of many kiwis. We just had the fire chief from Wairoa enjoy a hosted stay at Porters Boutique Hotel after the latest floods and he had a great weekend, he hung out in the Village and was thrilled about his visit and the experience he had. There is development coming up with the likes of the Quest hotel which will be great for the Village. I was also very pleased to see the gardens being replaced and the road resurfacing being done. I hope it hasn't been too much disruption. We are doing our best to keep the tills ringing! Congratulations, we love what you're doing.

**EM:** Thank you very much Sandra,

Finally, we move on to general business.

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There were no items raised in advance this evening

Are there items that anyone in attendance wishes to raise themselves or by proxy? Please raise your hand, -  
NO HANDS RAISED

Okay I call this meeting Closed as of 6.22pm