



Havelock North Business Assc
AGM 2025 Minutes

Havelock North Business Association AGM 2025

8th October 2025, Focal Point Cinema

AGM Minutes

In attendance:

Aaron Mills	Havelock North Motor Lodge
Sarah Loza	Forsyth Barr
Jacqueline Supra & Derek	
Nowell-Usticke	Keirunga Creative Arts Venue
Nat Berry & Sarah	Arataki Honey Visitors Centre
Nait Scott	Mackersey Development
Julia Paul	Crisp Home + Wear
Caitlyn Clark	Langley Twigg
Kaye McGarva	Muse Art Gallery
Lynne Parker	Index Eyewear
David Trim	HB Chamber / Living HB
Bill Tawhai	Stonewood Homes
Duncan Brown	Duncan Brown Photography
Cat Morgan and	Ray White
Rod Triplow & Tony	Havelock North Volunteer Fire Brigade
Andrea Napier	Andrea's
Tennielle Flood	Clothesline Collections
Juber Hafiji	Dermatology Hawke's Bay
David Thompson	Gourmeats
Pip Cavanagh	Scandi Design
Pen Crooper	Lawn Road Retreat
Paul Michaelson	HNBI
Bert van de Steeg	Malo
Julie Bell	Focal Point Cinema
Ross Anderson and Aom	Thai Professional Therapeutic Massage
Matt Carney	Forsyth Barr
Mandy	Annah Stretton
Deon Jordaan	HNCP
Robin Deacon	HNCP
Wendy Schollum	HDC
Kim Herrick	HDC
Michael B. Fowler	HDC
Kevin Watkins	HDC
Sandra Hazelhurst	HDC
Damon Harvey	HDC



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Emma McRobbie
Marie Weber

HNBA Manager
HNBA Administrator

Emma McRobbie: Good evening everyone, thank you for being here for the 2025 AGM of the Havelock North Business Association,

I declare this meeting open as of 6:19pm

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:

Fatih Cakmak	Kilim Turkish Takeaway
Mike and Gill Hill	Hillmac Electrical
Jay Durham	Vapo
Penny Gibson	Havelock North Function Centre
Linda Wulf	Bonjour Boutique
Simone	Shabby Chic
Kris Lerner	Porters Boutique Hotel
Michelle Vesty	Adamo
Sophie Phillips	Gannets Safari Overland
Gaye	Thai Nyom
Helen Haw	Presbyterian Support East Coast

I now move to confirm the 2024 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,

Aaron Mills

And a second,

Casey Anderson

Thank you

Next, I welcome up Casey Anderson for our chairperson remarks on our annual activity from the previous financial year.

Thank You Casey

Casey Anderson, Chair Person: Tēna kotau katoa

Kia ora and good evening everyone. I hope everyone has been enjoying the spring weather of late – really hoping this sunshine is a marker for things to come.



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For those who haven't met me before my name is Casey Anderson and it's my privilege to present the Chairperson's remarks for the Havelock North Business Association.

Tonight, I'll reflect on our activities from July 2024 to June 2025 and share a preview of our plans for the year ahead.

Reflecting on the 2024/25

This past year has been purposeful, creative, and collaborative.

Guided by our refreshed annual plan and constant feedback from members, we've worked to keep Havelock North vibrant, visible, and connected.

Despite economic challenges, engagement with our campaigns and events has been strong. Some of this year's highlights include:

- **Collaborative campaigns and activations** such as three Village on Sale promotions, the *EAT the Village* partnership with Arataki Honey, and a new Autumn Style Party.
- **Vibrancy initiatives** that brightened the village, including window art, a LOVE light installation for Valentine's Day, roaming cupids, and the much-loved Santa Mailbox and festive decals.
- **Love Local Reels**, our digital storytelling series, which delivered 24 reels reaching tens of thousands of people across social media.
- **Gift Local**, a digital Christmas gift guide featuring more than 30 retailers, supported by social, email, print, and radio promotion.
- **Domestic tourism campaigns**, including our Wellington Radio giveaways with ZM, The Hits, and Coast - drawing hundreds of entries and putting Havelock North in front of new audiences.
- **Signature events**, most notably the launch of *BLENDED: Art & Wine*, which combined wine, art, food, music, and hospitality into a festival-style experience in the CBD. The addition of *Art Uncorked*, delivered with Muse Gallery, created lasting impact and raised funds for future vibrancy projects.

Alongside this, we hosted four quarterly member events, trialled new collaboration projects, and continued to support business development opportunities in partnership with Chamber of Commerce, the Business Hub, and Hawke's Bay Tourism.

Across all of this activity, our campaigns and social media reached hundreds of thousands of people, our membership grew more connected, and we helped shine a spotlight on what makes Havelock North special.

Looking Ahead to 2025/26

We are looking to build on this momentum, our new annual plan continues to blend proven favourites with new ideas25-26 HNBA Annual Plan FINAL.

Key initiatives include:



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- **BLENDED** returning as our signature event, with an expanded footprint, advance ticketing, and stronger marketing to scale its impact.
- **Love Local Reels**, continuing with two reels each month to keep our community and visitors engaged.
- **Collaboration projects**, where members can apply for support to deliver fresh events and campaigns - from professional service reels to joint retail and hospitality promotions.
- **Vibrancy activations**, including FotoFest, Valentine's Day, a new art installation in partnership with Project Lab, and Santa Mail at Christmas.
- **Gift Local** and seasonal campaigns to encourage local shopping and dining.
- **Deeper connections with retirement communities**, piloted with James Wattie Retirement Village, to bring new customers into the village.

Our work remains anchored by three goals: to support a strong business association, to promote Havelock North as a destination, and to ensure our village continues to be vibrant, modern, and evolving

To summarise, the Board is proud of what has been achieved over the past year.

Our members' willingness to collaborate, try new ideas, and share feedback makes all the difference.

We're grateful for the continued support of Hastings District Council, our business partners, and of course, you - our members.

I encourage you to stay engaged with us, bring forward your ideas, and please consider stepping onto the board.

With diverse perspectives around the table, we'll continue to grow Havelock North as the best place to shop, eat, stay, play, and do business.

I would like to extend a thank you to Wendy and Damon who have been long standing members of the board. Also to Sandra, we're proud of all the initiatives you've achieved. I've worked with Sandra on a few projects and she stands up for what she believes in and what's right, so I really appreciate that.

Thanks very much everyone and from here I will handover to the Honorable Mayor Sandra Hazelhurst to say a few words.

Mayor Sandra Hazelhurst: It's lovely to be here with the Havelock North Business Association. Thank you to Emma and Casey and your team for your vision, your leadership, and all that you do to make our village such a fabulous and unique place - a wonderful place to live, work, and enjoy.



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I want to acknowledge all of our councillors in the room tonight. I really value the way our relationship with the Association has developed, and I know it will continue strongly under the new Mayor and Council. It has been a privilege to work alongside you, and I'm excited for the future of Havelock North.

We're looking forward to projects like the new four-storey apartments, and at the same time, we recognise the importance of looking after our fertile soils as the village continues to expand. With new plans progressing - such as the development from BNZ to Westpac, we're seeing real changes in how people will live and work in the village.

My heart goes out to our retailers, who have faced a very tough winter. Please know that we're committed to a strong partnership with you all. We're eager to keep working together on town centre design and planning, to ensure Havelock North remains a place where people can live, work, and do business successfully.

Finally, I want to acknowledge Councillors Damon, Wendy, Michael, and Kevin for their tireless work and for ensuring that the voices of our community are always heard. I'm truly grateful.

Emma McRobbie: Now moving on to our 2024 Financial reporting.

Annually, the Association has an independent financial review carried out by Bay Audit and Accounting. BM Accounting then puts together our annual financial report as presented this evening.

A copy of this report was circulated with this morning's RSVP email. Following this meeting it will be circulated with AGM minutes to all members.

I now welcome up our treasurer Sarah Loza to summarise this report.

Sarah Loza, Treasurer: It is my pleasure to present the Treasurer's Report for the financial year ended 30 June 2025.

The past year has continued to be a challenging one, particularly for those in retail and hospitality. The Association remains acutely aware of the tough economic environment and continues to focus on supporting members, promoting vibrancy, and driving visitation to the village.

As Casey and Emma have shared, in 2025 the Association delivered a greater calendar of events and marketing initiatives aimed at strengthening Havelock North's position as a thriving business and community hub.

Association Activities and Initiatives

Under the management of Emma, supported by Marie the Association delivered a number of key initiatives, including:



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- Blended – a new flagship event, which attracted strong interest and engagement, combining art, wine, and hospitality to celebrate the best of Havelock North.
- Village on Sale, Black Friday, and Eat the Village promotions, designed to boost retail and hospitality activity during quieter trading periods.
- Valentine's Day and Christmas activations, adding vibrancy to the village and enhancing visitor experience.
- A domestic tourism marketing campaign targeting visitors to the region.
- Expanded social media activity, including reels and promotional campaigns to lift visibility and engagement.
- A series of member networking and community events, including a Murder Mystery evening, a Menopause awareness event for International Women's Day (in partnership with a local GP), and the popular Christmas Party at the Fire Station.

These initiatives ensured the Association continued to deliver value to members and maintain the Village vibrancy.

Financial Performance

For the year ended 30 June 2025, the Association recorded:

- Total Income: \$196,557
- Total Expenses: \$215,691
- Net Result: Deficit of \$19,133.68 (2024: Deficit of \$485.09)

While this represents a decline in surplus, the deficit reflects a deliberate reinvestment in events, marketing, and community engagement.

Income

- HDC Levy Funding remained the primary source of income at \$148,720, accounting for over 75% of total revenue.
- Event income totalled just over \$30,100, led by the inaugural Blended event (ticket sales of ~\$13,000 and funding of \$15,000 from Hastings District Council).
- Membership subscriptions increased to \$9,041, reflecting positive new member growth.
- Additional income came from CBD Art and Vibrancy initiatives (Art Uncorked).
- \$5,000 interest income on the bank accounts.

Expenditure

Operating expenses rose to \$215,691, up from \$160,656 last year. Major costs included:

- Staffing and administration: \$99,800, representing 46% of total expenditure.



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- Event expenses: approx. \$57,000 including Blended, member networking, and Village on Sale activities.
- Marketing and promotions: Around \$33,600, including digital campaigns, reels content, and “Support Local” marketing. The largest item being \$11,264 for the domestic tourism campaign.
- Vibrancy projects: \$6,700 for CBD art and vibrancy, and \$1,200 for Christmas activations.

Costs associated with Blended exceeded income by approximately \$13,000 - a not unexpected result for a first-time event, with the expectation of improved success with greater ticket sales in subsequent years.

Balance Sheet Position

At year-end, the Association’s total equity was \$136,798, down from \$155,931 in 2024

Key points of note:

- Cash and term deposits totalled \$128,932, comprising two term deposits amounting to \$86,987 and the working account.
- Liabilities were modest at \$7,235, largely short-term creditors and income received in advance.
- The Association maintains a robust financial base, with sufficient reserves to sustain its ongoing operations and initiatives.

As initiated last year, the Board resolved that interest accrued on term deposits be transferred into the operating budget to ensure these funds directly benefit members.

Summary and Outlook

In summary, while the Association recorded a deficit for the year, this aligns with its objective to reinvest available funds into programmes that directly benefit members rather than generate profit.

The Association will continue to manage its finances prudently while focusing resources on initiatives that enhance the Havelock North business community.

On behalf of the Board, I wish to extend sincere thanks to:

- Emma and Marie for their commitment and energy.
- Our members, for participation and buy in to the many events and activations that contribute to the vibrancy of the village.
- The Hastings District Council, for their ongoing partnership, funding, and advocacy that make many of our initiatives possible.



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Emma McRobbie: I move that this report is adopted as true and correct. *Can I please have two financial members raise their hand to confirm this.*

Aaron Mills

And a second,

Nait Scott

Thank you

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.

At this time I'd like to ask our board members to make their way down here to the front.

Firstly, a thank you to our two departing board members Nat Berry, who joined the board in 2020, and **Aaron Mills**, who came on in 2021. Both brought valuable experience from the tourism industry and stepped up during a particularly challenging times, helping the board navigate those years and provide the best possible support for our local businesses. Their insight and contribution have been greatly appreciated. Let put our hands together for these two - thank you so much for the time you have given.

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.

Without further ado,

The board nominations are: For Re-standing:

- *Casey Anderson (RTA Studios),*
- *Jacqueline Supra (Keirunga Creative venue)*
- *Sara Loza (Forsyth Barr)*
- *Nait Scott (Mackersey Development)*
- *Julia Paul (Crisp Home + Wear)*
- *Sophie Sheild-Barrett (Sotheby's Real Estate) (unfortunately couldn't make it tonight)*

We also have two new board nominations, if you could just stand where you are:

- *Caitlyn Clark, Langley Twigg*
- *Sean Burns, Smith & Sheth (unfortunately couldn't make it tonight)*

Can I please have a show of hands if there are any challenges to these nominations?

None

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



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Majority

Great, you may all be seated

I move that these board nominations are accepted by majority show of hands. *Can I please have two financial members raise their hand to confirm this.*

Casey Anderson

And a second,

Sarah Loza

Thank you

Finally, we move on to general business.

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, moving on. Before we wrap up tonight

I'd also like to say another round of big thank-you's to our councillor representatives. Both have been incredible resources and advocates - helping to guide the Association and showing unwavering support for our business community. Damon Harvey has provided guidance to the board for over eight years now, and Wendy Schollum joined following our 2022 expansion.

Their advocacy and support have helped us achieve a range of CBD upgrade projects, secure funding during economic recovery periods, for CBD activations and events, as well as facilitate connections with the right people within Council and across the region - enabling the board to advocate more effectively for Havelock North businesses.

I wish you both all the best for whatever comes next,

and will use this as a friendly reminder for everyone to get out and vote in our local elections before 12 noon this coming Saturday.

Thank you everybody for your attendance tonight, your support of the association is much appreciated.

We do need to be out of this space as they have a screening, if anyone wishes to stay on, the bar is open back in the main lobby area. Otherwise thank you and goodnight.

I call this Annual General meeting closed at 6:42pm.