

**ANNUAL GENERAL MEETING OF THE HAVELOCK NORTH BUSINESS ASSOCIATION.**

**WEDNESDAY 27<sup>TH</sup> OCTOBER 5.15PM – 7PM AT KEIRUNGA GARDENS, NELSON THEATRE**

1. Welcome

Association Manager, Emma McRobbie declared this meeting open at 5.20pm and welcomed

| <b>Attendee Name</b> | <b>Business</b>              |
|----------------------|------------------------------|
| Claudia Beacham      | Eastern Energetics           |
| Carl Leipst          | Diva Bar                     |
| Duncan Brown         | DB photography               |
| Fiona Horne          | Sotheby's Real Estate        |
| Monique              | Monique Driving you          |
| Gayle Hutchinson     | Arataki Honey                |
| Rob Simpson          | Mon                          |
| Emma Harris          | BM                           |
| David trim           | Living HB                    |
| Mandy Wilson         | Living HB                    |
| Debbie Clifford      | Blackboard jungle            |
| Damon Harvey         | Hastings District Councillor |

Emma:

Welcome all and thank you for joining us tonight for our annual general meeting.

We have a set agenda for the evening and expect the formalities to take approximately half an hour. We will open the floor for any general business you wish to raise before ending the meeting. If you have questions throughout pertaining to the current agenda item, please just raise your hand.

Following the AGM formalities, we will have drinks and refreshments available myself and the board will be around if you would like to discuss anything with us.

2. Apologies - 20

| <b>Apologies</b> | <b>Name</b>      | <b>Business</b>           |
|------------------|------------------|---------------------------|
| 1                | Kelly McHardy    | Lolita                    |
| 2                | Bert Van De Steg | Malo                      |
| 3                | Jaki Supra       | Keirunga                  |
| 4                | Pritika Devi     | Mantra Beauty             |
| 5                | Rebecca Field    | Diahann Boutique          |
| 6                | Kevin Carter     | Hastings District Council |
| 7                | Di Ross          | Cottages on St Andrews    |
| 8                | Louise Ward      | Wardini book              |

|    |                    |                               |
|----|--------------------|-------------------------------|
| 9  | Mandy Keesing      | AJK Accounting Limited        |
| 10 | Paula van der Meer | Black Barn Kitchen            |
| 11 | Bruce Jackson      | UNIO Goldsmith                |
| 12 | Malcom Eaves       | Good fun bike rides           |
| 13 | Linda Wulf         | Bonjour Boutique              |
| 14 | Tom Ormond         | Hawthorne coffee              |
| 15 | Teresa             | Village Motel Havelock north. |
| 16 | Kris Larner        | Porters Boutique Hotel        |
| 17 | Audrey Mc Hardy    | Red current                   |
| 18 | Jane Mackersey     | Ribbonwood cottages           |
| 19 | Susie Devonshire   | Nostalgia                     |
| 20 | Elmarie Reid       | Paper plus                    |

### 3. Minutes of previous AGM approval

Emma:

Our previous AGM minutes we circulated following our last AGM and again with last night's reminder.

I move that these minutes are accepted as read and correct. Can I please have a financial member confirm this.

*Moved by Emma McRobbie. Duncan Brown confirms.*

### 4. Presidents Report

Debbie:

Tena kou tau. Good evening everyone

On behalf of the board, I like to thank you for attending the 2021 Havelock North Business Association AGM. We realise the pressures many of us are working with during these unsettling times so appreciate you taking the time to attend this meeting.

As president, I would like to thank the association members for their ongoing support they have given to the board over the past 12 months. We appreciate the feedback given after promotions and events so that we can continue moving Havelock North businesses successfully into the future.

We have strived to ensure what we do and decisions we make on your behalf are transparent and that any information we share with our members is current.

We have worked on many things this year so would like to reflect on what we have achieved this year and an insight of what is happening in the near future.

#### **Website:**

The new website is complete and everyone's listings are updated to fit the new listing layouts.

Since March 1st 2021 we have been using analytics to track the success of the new website.

While SEO work is ongoing too, we have seen 118,983 page views in 6 months.

Our biggest week was the launch of the Holiday in Havelock North Competition; 21 – 27 March saw 9,285 page views!

Outside of the promotion period, we are averaging 400 views per week, which is awesome considering our borders are closed to traffic is predominantly NZ based - 88% of web traffic is coming from NZ.

Currently work is being carried out on the website SEO for 'Service' and 'Live' pages to lift traffic to these members business listings.

### **Holiday in Havelock North:**

Using previous economic recovery funding we carried out a very successful joint promotion with Hawke's Bay Tourism.

This domestic tourism promotion targeted kiwis over social media and digital platforms. There were 10,000 of page views and over 5,700 entries - which meant 10,000 of people were scrolling through our members business listings which is fantastic.

Overall, this was a hugely successful campaign marketing our amazing Havelock North as the place to pat, shop, stay, play and live.

### **August 2021, economic recovery funding:**

Following the most recent lockdown, we put a proposal forward to Hastings District Council for economic recovery funding. Our dual-focused proposal was to encourage CBD vibrancy and spending after the latest lockdown. Plus, to support and promote members business across all sectors.

This proposal included the following;

- A shop local promotion and competition
- A support local digital promotion for live and service members businesses
- A give local, shop Havelock North Christmas campaign
- A Christmas event for CBD Vibrancy

### **Workshops:**

Funding was also given for us to hold 2 workshops

Mental health and wellness seminar

Creating effective digital platforms for small businesses - website, google ads & SEO focus.

Our digital health workshop is happening next week.

### **Summer Sundays 2020/21**

December 2020 - Feb 2021 we encouraged our retail and hospitality members to open Sundays to enhance CBD vibrancy for our summer visitors. We had 12 additional businesses commit to opening on Sundays for the duration of the promotion. We ran a successful social media campaign around this and received positive feedback from those involved.

There will be a similar push for retail and hospitality consider opening Sundays again this summer.

### **Village Street Carnival:**

The 2020 carnival was our biggest yet for registered member involvement, with it up 185% on the previous year. It was great to have so many members get involved. For the 2020 event, we adjusted to run the event on a shorter timeframe (9 am - 2 pm) which we received positive member feedback about.

Unfortunately, it was with a heavy heart and many hours of discussions that we decided to cancel the 2021 event due to the uncertainty around COVID-19 alert levels. It was not a decision we took lightly, we consulted with various industry professionals and local government to get opinions. However ultimately the board had to make the tough decision to cancel. We do have some great ideas for a refreshed event concept next year and look forward to sharing them with everyone

It was awesome to see some retailers being proactive and using their own initiative to create a sale day. As business owners we all have the ability to be problem solvers. After speaking with some business owners, we were able to support this initiative by giving health and safety advice and some marketing strategies.

#### **Business Awards:**

This year business awards were the first since 2019 and we ran on a simplified concept.

Four new awards were created and a new self-nomination concept was implemented. While we massively congratulate our 2021 award winners; you all deserve the recognition for fighting through an unprecedented 12 months. So many businesses have worked on out of the box ideas to keep their businesses afloat. Well, done to you all!

#### **New Strategic Plan:**

After many hours of working together in June 2021 the board voted in the new Strategic plan 2021 – 2024.

This strategic plan was worked on by both the current and previous board with the mission to create tangible value for members by promoting Havelock North to locals and tourists. The boards' goal is that this strategic plan stays a working document that is a guide for decisions by this and future boards. Each month the Manager reports on how things are progressing and the board make decisions on areas that need more focus. You can view this document on our website.

#### **Long term plans submissions:**

This year the HNBA made 5 submissions for the Hastings District Councils long term plan. Our submissions were based on issues raised and identified over the previous 12 months:

- Safety and security - A new security camera for better visibility up Joll road
- Havelock North CBD upgrades targeted rate
- Hospitality upgrades around Havelock North
- Pedestrian crossing connecting Donnelly Street to Treacher's Lane carpark
- Havelock North Village CBD Vibrancy funding

Our submissions were successful and we look forward to working with council to see these all carried out.

#### **Relationship with HDC:**

Along with our Councillor Representative Damon Harvey and Council Liaison Kevin Carter, we have continued to lobby the Hastings District Council to ensure a vibrant Village centre.

As well as LTP submission to HDC, in the last 12 months, we have:

- Requested an increase in parking warden presence around the CBD
- Asked for increased Village CBD beautification and maintenance
- 3 parking surveys were carried out by HDC indicated a need for more parking. HNBA lobbied the council for Anderson park to be converted and supported HDC LTP funding request for purchasing more land for CBD parking.

We are currently in the early stages of discussions with the council to pursue the idea of a business improvement district known as BID. The previous board had a heads up that these discussions were going to happen the BID will see an expansion of the CBD marketing Levy area which funds the HNBA. The current map area was last reviewed in 1994 and since then Havelock North has grown significantly and continues to do so. Supporting the BID means that they Havelock North Business Association would be able to continue to support local businesses in Havelock north and carry at more services to our members.

We are excited by what this could mean to our members and to be working with the council collaboratively over the coming months. The council reps are taking this initial request to the Hastings District Council strategy and policy committee meeting on Tuesday, 2 November. It is a public meeting and it will be very informative so we encourage members to attend it is second on the agenda so should be up just after 1 pm.

A newsletter coming out soon with more information around the BID. Hopefully this answers some initial questions and I'm sure it will create more questions! As a board, we too, are following the process to learn more. Please talk to us if you have questions and thoughts.

All in all, we have had a successful year with lots of learning experiences on the way. We must remember that by working together we can achieve more as a business community. We are always open to hearing your ideas and thoughts in creating Havelock North the place to Eat, shop, stay, play and live.

In finishing I would personally like to thank the board and Emma for the hours of commitment they put into ensuring we are doing the best for our members.

#### 5. Financial report approval

Emma:

Our Financial audit report was circulated was previously circulated. This report was carried out by an independent auditor with our financial advisors BM accounting assisting with her requirements.

Are there any questions or queries about this report?

Nothing raised.

I move that this report is adopted as read and correct. Can I please have a member confirm this.

*Moved by Emma McRobbie. Seconded by Debbie Clifford.*

I would like to take this opportunity thank BM Accounting for their help with not only this annual report but all the work, support and advice that Emma and the BM team do for the HNBA. Their generous

support means that we can allocate these funds to the services we offer our members and this is greatly appreciated.

### 1. Election of Board

Emma:

Amy Roberts resigned from her board position mid-term, following a busy 18 months on the board. Aaron Mills from Havelock North Motor Lodge was co-opted to join the board at this time.

The current board including Debbie Clifford as president have all self-nominated to stay on for another 12 month term.

No new nominations have been received.

This years nominations are

|                |                 |                            |
|----------------|-----------------|----------------------------|
| President:     | Debbie Clifford | Blackboard Jungle          |
| Board Members: | Emma Harris     | BM Accounting (Treasurer)  |
|                | Fiona Horne     | Sothebys Real estate       |
|                | Carl Leipst     | Diva Bar & Bistro          |
|                | Rob Simpson     | Món                        |
|                | Nat Berry       | Arataki Honey              |
|                | Aaron Mills     | Havelock North Motor Lodge |

Can I have a show of hand for those who challenge these nominations?

*No challenges.*

Can I have a show of hands for all whom support these nominations being accepted?

*All voted in favour of nominations by show of raised hands.*

### 6. General Business

Emma:

Is there any other general business to be raised by anyone joining us tonight or by proxy?

*Nothing raised.*

### 7. Close of Business

Emma:

Thank you all, I call that this meeting ended 5.36pm

Please join us for a drink and delicious refreshments provided by Mon from their Asian-fusion takeaway menu.