

Minutes of NZ Chambers of Commerce Northland
meeting of The Executive Board
held 4.00pm 17th December 2013

President welcomes Board

PRESENT: Jeroen Jongejans, Daryl Small, Jeremy Tauri, Paul Dunn, Tim Robinson, Terry Sage, Annie Johnston, Talia Mana, Vince Cocurullo, Ryan Welsh, Tony Collins, Janette Dobbs.

APOLOGIES: Laura Burns

**Moved/Seconded
Ryan/Talia**

LATE ARRIVALS: Cr Tricia Cutforth (4.06pm)
Rob Meadows (4.25pm)
Murray Broadbelt (4.35pm)

EARLY LEAVERS:

PREVIOUS MINUTES:

**Moved/Seconded
Tim/Vince**

FINANCE REPORT: Daryl spoke regarding the Finance KPI report for October 2013

Cr Tricia Cutforth (4.06pm)

- Revenue \$19.4K
 - Includes a good amount of subscriptions \$15.6K, \$2K Contracts
 - Cost of sales - \$5K maps
- Expenses \$17K
- Deficit for the month -\$4K YTD \$6K – Expecting an End of Year profit of \$8K slightly down on last year but up from the 3 years prior to that.
- Balance Sheet – Receivables – Debtors – looking good

- Membership
 - New 8, Resigned 13 = 389
 - 20 Campus Chamber

The following questions were tabled

- Campus Chamber declining numbers
 - Tony advised that there hasn't been a look going on since Kirsten James left. Rob and Nicole have taken over and are keen to grow Campus Chamber and hold more events.
- Te Wananga
 - Tony advised that we are working with Te Wananga recruiting people for the Small Business course they run.
- Resigned member follow ups
 - Discussion over resigned member list – try offering a BA5 or marketing opportunities.

A/P: Tony will approach HB Architecture

A/P: Shelley to contact Red Pizzeria to offer marketing opportunity.

A/P: A letter of the Thanks to be sent to the outgoing Council Chamber Board representatives.

- Cost of Sales - Map
 - The \$5K was questioned – advised that the profit from this project is \$12K.

**Moved/Seconded
Annie/Tim**

CEO REPORT:

- Tony advised that he is developing the value propositions for the Ease of Business document – will be working on this over the holidays.

A/P: Tony will send through to Ryan to look over, then out to the Board.

- Almost all BA5 dates have been booked for 2014 with 2 left for Far North/Dargaville and 1 left for Whangarei.
- Several Government agencies have also approached the Chamber to hold events in 2014.
- Awards sponsors – good response to date

**Moved/Seconded
Jeroen/Jeremy**

COUNCIL

REPRESENTATIVE

REPORTS:

WDC: Cr Tricia Cutforth highlighted the following

- Early days at present with 6 new councilors and new mayor learning the ropes.
- Council will meet tomorrow to have a discussion on the Unitary Authority, plus a workshop on the Hundertwasser project.
- Tony advised that Tricia's other role is with Northland INC. Tricia gave an overview.
- Weather station site – Jeroen gave an overview of the process to change from the Airport to Whangarei CBD. Very slow progress.

A/P: Tricia to follow up with this.

- No council representatives have been appointed yet

TEAM RECOMMENDATIONS/REPORTS:

Ease of Business: Taken as read – reports emailed for discussion prior to meeting

**Moved/Seconded
Jeremy/Talia**

Advocacy/Membership Action Group: Taken as read – reports emailed for discussion prior to meeting

**Moved/Seconded
Tim/Jeroen**

Transformational Issues: Taken as read – reports emailed for discussion prior to meeting

Election year 2014 – Jeroen advised that there are 2 areas which are lined up for preferential funding for Economic Development, they are Gisborne and Northland.

**Moved/Seconded
Annie/Jeremy**

GENERAL BUSINESS:

Magazine Project

Need to check if it is financially viable.

Jeremy has met with Roger from Rotorua Chamber to discuss what is involved time wise with the magazine. Roger explained that he only has to spend 2 hours proofing. All advertising has been sold for 2014. Profit is \$9K for the year (6 copies)

Discussion over comparison with the two Chambers

Their membership is 700, with a population of 70,000 – Tony advised that Rotorua had used their MSD profit to employ a full time membership person and that since that contract has finished their membership has been declining.

Rob arrived

Talia felt that the website and other media needs to be fully functional before going ahead with another project like the magazine. She would also like to see the following tracked – database numbers, Facebook likes, LinkedIn connections, plus Google Analytics for the website. She advised that there hadn't been much happening on Facebook over the last couple of months.

A/P: Janette to focus on posting 2 times a week to Facebook.

Tony advised that he will be adding blogs and content to the website once he has had a training on the website.

A/P: Tony will collate the stats for the next meeting.

Murray arrived

Annie suggested that it might be possible to get a grad student to do the research for all of the variable to do with the magazine. It was agreed that sustainability is key, nothing worse than completing a couple of issues then nothing.

A/P: Jeremy to go to Jeff Oliver Print to discuss options.

NRC working group for Water quality in Whangarei Harbour

Paul advised that he has been nominated to the above working group who will look at discharge into Whangarei Harbour, and gave overview.

Paul asked if the Chamber could distribute information out through Chamber networks.

Ryan agreed that this would be good info to get out to our members.

The mandate is that if this group can come up with a consensus NRC will use it in their policy statement.

Meeting closed: 4:50pm

Meeting followed by Strategic Planning discussion, the Pizza and refreshment with Board and staff

NEXT MEETING: Tuesday 25th February 2014

President **Date.....**