

Minutes of NZ Chambers of Commerce Northland
meeting of The Executive Board
held 3.00pm 26th November 2013

President welcomes Board

PRESENT: Murray Broadbelt, Daryl Small, Jeremy Tauri, Paul Dunn, Tim Robinson, Terry Sage, Annie Johnston, Talia Mana, Laura Burns, Vince Cocurullo, Tony Collins, Janette Dobbs.

APOLOGIES: Rob Meadows, Ryan Welsh

**Moved/Seconded
Talia/Annie**

LATE ARRIVALS: Jeroen Jongejans
Daryl Small

EARLY LEAVERS:

PREVIOUS MINUTES:

**Moved/Seconded
Annie/Laura**

CEO REPORT:

Chamber Conference

Tony outlined processes other Chambers are taking for their Board meetings.

- Taking reports as read and theming the meetings around specific topics
- Possibly topics based around strategic goals, plus Awards etc
- This would be a good way to keep Board engagement
- Perhaps then the other meetings – Advocacy, Ease of Business and Transformational won't be required as they will be discussed within the Board meeting with the whole Board.

A/P: Tony to put together a new format for the Board agenda

Northern region Hub reform

- Tony gave an overview about the Hub meeting which he has just attended where it was discussed how all of the Northern Hub Chambers could become more consistent in the branding and services.
- Creating a uniformity almost as a franchise type arrangement.
- The chance to combine back room costs such as CRM and websites, rather than each individual Chamber

doing their own databases and accounting etc.

- Tony sees 2 risks to the present form – Operational & Governance – Where there are issues between the Board and the CEO, can cause years of good work to go down the tubes.
- For example it was suggested that if a Chamber didn't have a CEO for some reason a larger Chamber could supply someone as a temporary measure to provide continuity of operations while a new candidate was sought.
- Memorandum of Understanding would be undertaken between Chambers.
- Would provide more membership benefits with more consistency throughout region.

A/P: Tony will report back with more information as it arises.

Discussion

**Daryl & Jeroen
arrived 3.15pm**

**Moved/Seconded
Vince/Talia**

FINANCE REPORT:

Daryl spoke regarding the Finance KPI report for October 2013

- Revenue \$45.5K
 - Includes \$24K final income for Award, \$8K Subscriptions, \$6K Map
 - Cost of sales for Awards \$21K last payment for Event Management
- Expenses \$15K much the same as previous months
- YTD Awards profit \$23K compare with \$8K last year, looking at a slight profit/loss for end of financial year.
- Balance Sheet
 - Nothing unusual
- Receivables – Debtors – looking good
- Membership
 - New 3, Resigned 0 = 394
 - 23 Campus Chamber

Talia requested that future finance reports include forecasts.

A/P: Daryl will action

**Moved/Seconded
Vince/Annie**

COUNCIL

- No council representatives have been appointed yet

REPRESENTATIVE

REPORTS:

- No council representatives have been appointed yet

TEAM RECOMMENDATIONS/REPORTS:

Ease of Business:

Annie reported

- Talked about potential add-ons for the website to bring in more revenue
- Paid advertising for banners
- Different levels of membership to increase membership, which has already been put in place previously
- Felt that there was a gap regarding business information – need a page to provide all business assistance
- Website page to reflect Ease of Business in Northland – get pledge/buy-in from key organisations, making them accountable.
- Also put a physical pack together including those who pledge to make business easier – able to go back to them saying “You committed to it”

1 ½ hour workshop on this worked well. Perhaps set up another one for the new year.

Moved/Seconded
Tim/Laura

Advocacy/Membership Action Group:

Tim reported

Decided to wait until Local Government Commission report had been released. Will look at taking this forward at next meeting.

A/P: Submissions due by 14th February

Short term message is that Local Government should be business as usual in the interim.

Moved/Seconded
Jeroen/Murray

Transformational Issues:

Tony reported

Cruise ships

Still need a major reason to here – for the travel agents to sell to come here.

Marine Park

Could be another compelling reason to come here – take a 2 hour charter and catch a fish

Weather station

Discussion

Jeroen advised that he is still following up and will make some noise for publicity regarding this issue.

A/P: Tony to make a media release regarding temperatures and weather stations.

Moved/Seconded

Talia/Tim

Awards:

Terry advised that he is seeing entrants about their judge's feedback.

Tony advised that he is meeting with sponsors for 2014 Awards.

Moved/Seconded

Terry/Laura

GENERAL BUSINESS:

Magazine Project – Jeremy & Vince

Jeremy advised that he is waiting for figures through from Rotorua regarding their “Business Now” publication.

Vince has received a proposal from Jeff Oliver print to produce a magazine at zero cost to the Chamber. They would supply 15-20,000 with the **excess** profit from the advertising going to **the Chamber**.

Questions raised over how distribution would be covered. And also contacting other members to provide a proposal. APN have a distribution centre also.

Jeremy advised that all the details needed to be fleshed out before any magazine project could go forward.

A/P: Vince to forward the proposal figures from Jeff Oliver Print through to the Board for further discussion.

Vince declined to send the proposal as the Board want this project to go to tender.

Murray advised that historically this type of project had been done before, which was before the internet. Requirement that there is a need before going ahead.

Auckland and other Chambers are going to e-zines.

Noted that there are limited staff available to provide content.

FNDC and KDC representatives for Board

Talia asked if the FNDC and KDC had been invited to Chamber Board meetings

A/P: Janette will send Board meeting invitations to KDC and FNDC.

Meeting closed: 3:55pm

Meeting followed by Strategic Planning workshop

NEXT MEETING: Tuesday 17th December – 4pm until 5.30pm followed by Pizza & Beer/wine

President **Date.....**