

TEKAPO PROMOTIONS & BUSINESS ASSN INC.

Meeting held at 11 Tekapo-Twizel Road (Police Station), 2 October 2023 at 5:30pm

Present: Hollie Woodhouse, Tanya Izard, Emily Murray, Prue Blake and Penny Wilson from the Tekapo Wellness Festival.

Apologies: Alex Gualter, Jenny Koberstein, Julie McDonald

Meeting opened: 5.38pm

Matters Arising from the previous minutes:

- New members still to be followed up. Haka Tours, Better Batter have said yes he wants to join up but hasn't yet, The Sweet Shop. Minutes accepted: Moved Prue, Seconded Hollie.

Inwards Correspondence:

- Butcher with a meat truck wants to promote his coming to Tekapo to sell meat every 2 weeks. Perhaps just advertise it once for him? We can also promote the fish truck, and potentially the raw milk weekly delivery.
- Time that would be involved in terms of committee involvement from a volunteer role eg. invoicing. Do we employ a specific person for this role? Subcommittee codes and approves payments
- Representative from each event (e.g. Penny, Tekapo Wellness Festival) comes to each promotions meeting to give feedback/report on event update

Outwards Correspondence:

- x

Financial Report

Aug 23 to Sep financial movement:

- Total sales \$452.87 being interest received \$38.12, Sales of Maps \$144.75, Subscriptions/memberships invoiced \$270
- Total expenses \$296.55 being Entertainment AGM food & drink \$152.09 & subscriptions (Xero) \$144.45
- Total profit is \$156.32

YTD balance sheet:

- Total in bank \$19,873.80
- Accounts receivable \$90, which is Jade Palace is still to pay
- Liabilities is Accounts to pay \$152.09(Tekapo four square which was paid 1/10/23), Funds held on account for fete or similar event \$4,688
- Total net Assets/Equity is \$15,123.56

Please note Total membership has been updated with only Jade Palace to pay to remain a member.

PDF copies of reports sent via email to attach to minutes.

Community Board Update

- Forgot to tell Sharon of change of date of meeting, ask her to forward any relevant business to TPBA.

General Business:

- Signing authority on the promotions Bank Account - need to find who has current signage and change to current chair. Prue to go into Christchurch Westpac bank branch to verify her identity and attain signing authority.
- How to open another bank account for a separate event - not required. Tracking in xero
- Jenny & Prue have discussed providing an umbrella 'service' for events in the future.
- Tarn suggests we come up with a set of criteria for events that we are happy to support.
- Moved by Prue that we are happy for TPBA to be a host organisation for regional events that align with our purposes that are defined in our constitution. Seconded by Tarn. Taken to vote: all in favor. Carried.
- Update from Penny - Funding applications have so far brought in a total of \$25,000. Tender documents for event management and branding/website have been sent out: Event Goals have been appointed for this from Christchurch. Website up and going and programme by December and proposed dates for the event are 3-5 May 2024. Applying to Aoraki Foundation for funding for guest speakers. Wanting a guide from TPBA as to how we work together going forward. Prue: Penny can report back to TPBA each month with what is being done from the Tekapo Wellness Festival (TWF) team.
- Hollie moved that in the first instance we are in agreement that TPBA supports the Tekapo Wellness Festival as their financial arm. Seconded by Tarn.
- Penny will forward any invoicing details to Jenny to be sent out from TPBA on behalf of TWF and all invoices requiring payment will be forwarded to TPBA treasurer email also.
- GST Registered - we will need to be GST registered due to supporting these events, this will have to be done at the start of the next financial year.
- Tekapo Shuttle is a new member. Added to website etc
- Our September e-newsletter had a 64% open rate. 331 views as I posted it to the community facebook page (we have 291 subscribers). So a good number viewed it from Facebook too.
- TPBA Design Scope of Works - below is an overview of the design role within TPBA. I see this role as 10 hours per month of essential work, plus 8 hours of Social Media if we believe that is an extra benefit to our members and the community. I (Hollie) am happy to do the newsletter as part of my volunteer time within TPBA.
- Treasurer to invoice Joseph Pooley World Photography.

TPBA Digital and Design Scope of Works

There are a range of design jobs required within TPBA. These include -

- Graphic Design - Banners, print advertising, updates of the Town Map, Itineraries, and new collateral where needed. Approx. 2 hours per month
- Website – Adding and updating new members, adding (and sourcing) local events, general website updates (Wix platform). Approx. 2 hours per month
- Social Media – Social media updates (reels/stories/posts), sharing tagged posts etc Approx. 8 hours per month
- Newsletter – adding items, writing content (monthly). Approx. 6 hours per month

Total - 18 hours per month

- We discussed the pros and cons of paying someone to increase our use of social media and do we actually need to be doing this? The newsletter, town map and website provide plenty of information for locals and visitors. Perhaps we can write quarterly articles to promote activities in Tekapo and the wider region? Perhaps by aligning ourselves with events and acting as the umbrella supporting these events to be as successful as possible is the direction for TPBA rather than focusing on social media? This is a work in progress and we have some great results with the status quo so can be re-visited in the future particularly if the treasurer hours increase markedly as a result of supporting local events.
- Setting up structure for roles and what is involved - Chairperson, Treasurer, Secretary, Marketing
- Set up systems for bill payments, new members ...
- Prue to put together a proposed structure for roles of everyone in the TPBA committee and bring to the next meeting.
- Christmas Evening: Wednesday 6th December, Tarn to take the lead role in organising this event, get on to promotion of the event early such as Courier and also Andy's radio slot on Thursdays. Brad Staley playing music, food stalls, sculpture walk will be on,

Next meeting: Wednesday 8th November, 11 Tekapo-Twizel Road (Police Station), 5.30pm

Meeting closed: 7:14pm

Signed: Prue Blake, Chairwoman