



Hanmer Springs Business Association Minutes

Monday 6th of May 2019

6:30 pm, The Heritage Hotel

- 1. Present:** Michael Malthus, Christine Hall, Dave Wilson, Annie Truman, Graeme Abbott, Tsarina Dellow, Catherine Batterson.
- 2. Apologies:** Mary Holloway, Janice Clyma, Brendon Cameron.
- 3. In Attendance:** Kirsty Cooksey, Dave Doake, Richard Frankland, Shane Adcock, Julie Wardle, Paul Baigent, Doug and Julie Spencer.
- 4. Minutes:** Confirmation of minutes from previous committee meeting – 1st of April 2019.

Tsarina/Graeme – carried
- 5. Presentations**
 - Shane Adcock – progress on one off marketing drive: Hanmer Springs accommodation providers group, Hurunui Tourism, HSBA and other interested businesses have donated just under \$25,000 to the HSAPG for a short term marketing drive to assist with the quiet winter months. Desktop research has looked at why there has been a downturn in business in Hanmer. Currently waiting on further data/stats specific to Hanmer. Report looks at events in Kaikoura and Christchurch as to whether their upturn has impacted on business in Hanmer. The research will help in the construction of the marketing campaign. The primary focus will be on the domestic market, predominantly Christchurch and possibly Auckland/Nelson/Otago. The marketing will likely be exclusively digital to drive people to the Visit Hanmer Springs website. Hope to have the marketing started by the end of May and run for a couple of months (June and July).
- 6. Correspondence:**
 - a. Inwards:**
 - Nothing received.
 - b. Outwards:**
 - Nothing sent.
- 7. Treasurers Report:**
 - Cash in term deposit of \$5,510 to be made available for use.

Michael/Tsarina - carried
 - Pay accounts of \$2491.63 plus \$5,000 to HSAPG.

Tsarina/Michael - carried

HSBA Treasurer's Report for April			
		Accounts to Be Tabled	
20/5/19		Te Tihi o Rauheia	\$ 2,000.00
20/5/19		Heritage Hotel	\$ 60.00
20/5/19		Four Square	\$ 60.00
20/5/19		Xero	\$ 31.63
20/5/19		Treasurer	\$ 170.00
20/5/19		Secretary	\$ 170.00
		Total	\$ 2,491.63
		Bank Account Balances	
30/4/19		BNZ Cheque 000	\$ 11,306.26
30/4/19		BNZ Savings	\$ 25.74
29/4/19		BNZ Investment 01005	\$ 5,536.23
		Total	\$ 16,868.23

8. Subcommittee Reports

a. Communication

- Flags – Quote of \$3,068 for three sets of flags (39 in total) received. The design of the fete flags is underway. The other two sets are for the 'Canterbury Rugby Event' (first set of flags to be put up), and the 'Celebrate Hanmer' set, but these are waiting on permission to use photos of forest sculptures.

Tsarina/Michael - carried

- Rugby event – set to happen for the next three years. Trying to make it a bit of a 'festival' event. In 2019 it will be Canterbury vs the Makos on the 27th of July. Tickets will be \$5 and be on sale in June. Details are still being finalised.

b. Membership

- Social event for members – Thermal Pools – Tuesday the 28th of May.
- Still to confirm membership benefits for the coming year. Dave Wilson suggested a membership drive for the construction industry. Advertising within the village of local trades available – a board in the village showing a list of local trades. Keen to advertise Hanmer as a location to live rather than a destination to visit. Possibly hold a trade show/expo in Hanmer. The HSBA could drive membership by getting people to sign up and they would get a stall at the expo and an opportunity to network with other local trades. Get local trades and real estate agents and out of town people (e.g. Master Builders, Placemakers, etc.) to have a stall at the conference centre at the Heritage and invite local residents, holiday home owners, and businesses to come along and find out what's available in Hanmer. Hopefully it will encourage local trades to work together and to stem the flow of tradies coming in from outside of Hanmer. Suggests holding the event in the July school holidays on a weekend day. Christine suggested the HSBA could offer to get a Health & Safety expert to visit Hanmer and do a training event for local trades to help with all their H & S requirements. Catherine feels we don't necessarily need to 'market' the event it should be able to be done by word of mouth, phone calls and emails to get people to attend. Annie suggests holding the event in September.
- Richard Frankland – suggests HSBA reports back to all accommodation providers on what

the donation by the HSBA has achieved with the marketing. Will send a clear message that Hanmer is being lost in the greater Hurunui marketing. May promote membership of accommodation providers to the HSBA. Keen for the HSAPG to become a sub group of the HSBA.

- Richard Frankland – would like the HSAPG to use the HSBA server/domain to be able to maintain the Duty Motel website. Also, to use the HSBA email address to keep in touch with accommodation providers.
- Julie suggested running an advert in the Pinkie, prior to the AGM, summarising what the HSBA has achieved over the last year.
- Michael suggested sub group representatives get together and create a membership plan for the coming year. Tsarina offered to put a membership package together and send it out, and people will either join or they won't. Annie wants a specific package created showing what has been done over the last year and what the membership benefits are for the coming year to show why people should pay to join the HSBA. Paul suggests that the HSBA should be the advocacy cog with a low membership fee and there could be one off costs a long the way to fund things such as flags, cameras, training events. It was agreed the sub group of representatives would meet on the 23rd of June to firm up a proposal based on the above discussion to present at the next committee meeting for acceptance, as the model for the membership drive for the coming year.

c. Advocacy

- Freedom camping – Graeme resubmitted the freedom camping submission. Following the Hurunui District Council meeting on the 2nd of May it was decided:
“Freedom Camping Bylaw Review - Recommendation: That officers be instructed to amend the freedom camping Bylaw as follows:

- *Amend Schedule 2 for Glenmark Reserve to maximum combination of tents and vehicles equaling 10 or less.*
- *Amend Schedule 2 for Hanmer Springs River Reserve to 10 self contained vehicles.*
- *Amend Schedule 1 for Chisholm Park carpark to prohibit freedom camping.*
- *Amend Schedule 2 for the Hanmer Springs library carpark to 4 carparks.*

That the proposed statement of proposal to amend the Bylaw and the area analysis for each of the amended areas be brought back to Council for approval before the proposal to amend the Bylaw is notified using the special consultative procedure.”

Jason Fletcher's comments to Michael following the Council meeting were, after discussing the above, a motion was passed by Council that included "there would be no freedom camping in the Hanmer Springs library car park". The Bylaw will get amended and notified using the special consultative procedure. Effectively this would mean there would be no freedom camping within the Hanmer Springs urban area, but this could be appealed.

d. Training

- Enterprise North Canterbury – Guy Graham sent information on the coming online courses that may be useful for businesses in Hanmer.

e. Community Engagement

- Nothing to report.

f. Sustainability

- Nothing to report.

9. General Business

- Suggest asking Forest Camp if we can hold the next committee meeting there.

- Christine received an acknowledgment for the submission on visa changes.
- Fete has 65 confirmed stall holders.

Next Meeting is Monday 10th of June 2019 at Forest Camp (TBC) at 6:30pm

Meeting Closed at 8:25 pm