

KAITAIA BUSINESS ASSOCIATION AGM 2021

CHAIRPERSON'S REPORT

Thank you for trusting me to lead the KBA for a second term. As a team, we have made great progress since the last report when I'm afraid I reported doom and gloom with covid, CCTV maintenance issues, the flow on effects of earlier overspending of our small budget in unnecessary areas and the struggle to get the committee to show up to meetings. The 2021 year has been completely the opposite.

Firstly I'd like to take this opportunity to thank the brand new committee for the 2020/21 year; this past year we have had a quorum every month which has made such a difference. Simply put, I'm grateful to the commitment for showing up to the monthly meetings, replies to email suggestions and issues that arise between meetings and collectively, you have made my job so much easier and more enjoyable.

I'd also like to thank Stewart Russell for stepping back into the Treasurer role. He has saved the KBA money and given members and the Te Hiku Community Board confidence to review the need to request audited accounts every year.

Finally I'd like to thank Tia, our coordinator for keeping the comms going out regularly, for continually thinking of new ideas and more efficient ways for the group of volunteers to work smarter. She has youth on her side to keep social media posts going and the links to the digital hub have been beneficial for both the hub and the KBA. Tia also takes the minutes for the weekly Mayor's meetings which involve all the business association chairs in each town as well as Northland Inc and others that are all working towards a collaborative voice at local and national government decision making.

THE YEAR AT A GLANCE...

Looking back over the past 12 months this committee has achieved a lot.

CCTV issues and maintenance requirements takes up a significant amount of energy. After two years I feel confident that we are back on track and have a team and system in place to keep on top of a valuable asset for our community. This year we put a case to the THCB to assist us with the maintenance side which assists our entire community and police, not just the businesses. We negotiated a 2 year assistance package with the Te Hiku Community Board with the option of applying beyond this time once the board elections have taken place. Don't get me wrong; there are always issues to address but we have a more streamlined system with Angela from Safer Communities taking a lead role.

The committee re-designed our **student scholarship** that was traditionally given to the Economics student at Kaitaia College. We made this more inclusive for all schools to be included and that a KBA business benefits from the scholarship by employing a young person to keep them in our local economy. This mainly came about from tertiary education being free in the first year and the fact we wanted to give back to our business community. The uptake has been slow in its first round but we hope with word of mouth and further advertising it will become valuable assistance to young people who look to stay in our community and need a hand up with safety gear or training courses.

Looking at the year we also managed to:

Make a start on a Civil Defence plan for our CBD after the chaos with the tsunami evacuation back in March last year.

Applied for oxford sports trust funding for defibrillators but the trust has not met since covid lockdown (also coincides with less income to give away with lockdown preventing gambling to occur)

Digital Sign has been ordered and KBA will be running this in conjunction with Printing.com. The idea is for businesses to pay for advertising so that all our schools and not for profit organisations can use it as a notice board to advertise what's happening in their clubs.

A new **Welcome Sign** for the north end of town is now in its final stages of pricing

The **Town Clock** has mixed support but is currently being priced to return it back to its original site

I was honoured to attend Peter Jackson's farewell on KBA's behalf – Peter allowed the Te Hiku project to have a fortnightly column to keep the community abreast of progress and we are very grateful this has continued.

We became a **Beautiful Towns finalist** for a NZ small town after all the art works put up in the Dalmatian alley, the beach alley, the warehouse and the central dairy – the event has been postponed to Feb 2022

Tia worked with Printing.Com to revamp the **website** to make it more attractive for visitors to navigate their way around and encourage them to visit our special places. She also had Ezzra's assistance to upgrade KBA to Office 365.

Returned all KBA spending back to our locals eg insurance

Lobbied Air NZ to continue with flights to Wellington post Covid lockdown levels

And of course, the Te Hiku Revitalisation project is rolling out which all began with KBA 2 years ago.

Goals or topics we have raised but didn't go any further or we haven't got to a solution yet:

- Town garden beautification (the only goal in annual plan we haven't achieved)
- Comm-Unity loyalty system
- Mauri Education to work with businesses
- Food sculpture for Kaitaia
- Extending the BID area
- Changing the name to include a wider area beyond Kaitaia eg Te Hiku Business Association
- Associate membership
- Networking events all cancelled due to Covid lockdown levels

We have navigated living within the confines of covid and regular lockdowns which has battered many of our businesses. Throughout these times we have advocated support and help available from providers such as Northland Inc and MSD and IRD.

Despite the pressures and fatigue of Covid this committee has been a pleasure to work with and are making a difference to its members. I am excited that the majority of the committee are willing to stand again and that most importantly we are now more representative of our business community in ethnicity, age range, with both retail and trades and an iwi perspective too. Its great to attract new members who have shown interest to join us, as new blood brings new energy and new enthusiasm. Here's to an even more successful year for 2022!