



**Annual General Meeting** One Warkworth Business Association  
**Date** Wednesday 21<sup>st</sup> October 2020  
**Location** Bridge House Lodge, Warkworth  
**Chaired by** Chris Murphy, Committee Chair  
**Present** Mark Mack, Murray Chapman, ....

**Apologies submitted**

**Minutes taken by** Melanie Lambert

## Minutes of the meeting

<p><b>Minutes of the AGM 2019</b></p>	<p>Chris Murphy called the meeting to order at PM.          Apologies and Proxy Votes Accepted.          CHRIS PUT FORWARD A MOTION THAT THE MINUTES OF THE AGM 2019 BE CONFIRMED.          SECONDED AND ALL IN FAVOUR</p>
<p><b>Annual Report</b></p>	<p>Attached is the Managers Report as presented by Murray Chapman – One Warkworth Manager.</p> <p>The 19/20 year started well, after much hard work over the last few years to unify the Industrial and the Retail areas of Warkworth the BID was established with over 40% of the Members Voting and 88% of those in favour of the BID. The Establishment of the BID is a testament to the hard work of the past and present committee Members, the One Warkworth Operational team, influential and long-standing members of the community, it’s been great to see the support.</p> <p>This year we have hosted a variety of events, the Mayoral Debate where Phil Goff gave a public commitment to fund Hill St, we have set up and facilitated the Transport Forum which has been a great mechanism to push projects forward and get councillors, Local Board Members, MP’s etc. in the same room and hearing a cohesive voice regarding the area’s issues and growth.</p> <p>One Warkworth supports the Festival of lights, a great drawcard for Warkworth, the River Restoration Trust, Santa Parade, we raised over \$25K for Bush Fire Victims in Australia.</p> <p>Then we were hit with Lockdown 1. Life for all of us changed, the Business Association was busy taking calls regarding the Wage Subsidy, HR issues etc, we worked really hard to make sure the huge amount of information sent out from various Government Channels was filtered down to be useful and not overwhelming.</p> <p>We have not just a business Focus but want to be a part of improving the community in order to improve business functions in the area.</p>

Murray would like to Thank Allison for running the Info Centre so well, she does an amazing job, she's innovative and has been stoic in the last few months with a real lack of International Visitors.

Also huge Thanks to More FM and Mahu Matters we get so much help and exposure from them.

Lastly a huge thank you to our Sponsors, we wouldn't be able to carry out what we do without you.

Looking forward to a great 20/21

Chris would like to give a big Thanks to Murray, he does a great job, is a very well received and well recognised personality around town, he's well like and has a huge impact, so again Thank you very much. Great work finding and keeping Murray – best thing the committee has done!

CHRIS PUT FORWARD A MOTION THAT THE MANAGER'S REPORT BE ACCEPTED.

SECONDED AND ALL IN FAVOUR

### Financial Accounts report

Presented by Jacqueline Ironside, Committee Treasurer.

*Refer attached Financial Statements 19/20 financial year and proposed budget to council for 20/21 BID year.*

Start of the year was really good, similar numbers for Memberships and our Sponsors decided to stay on board as well as adding in some new ones.

There were a few additional costs, the Successful BID campaign was at a cost of \$16K, we were fortunate that we had built up reserves for this purpose.

This is the association's first year running the Info Centre, it very nearly breaks even, the future goal is to break even or ideally turn a profit, the association is dedicated to keeping this as a vital service to the community.

The small loss shown for 19/20 was funded out of previous surpluses, this included a provision for doubtful debt, with the effect on COVID-19 we felt there were many people who were unable to meet their fee requirements.

At the end of the financial year it was apparent we were going to run out of money and we received an overdraft from the bank which was then cleared with the receipt of the first BID payment.

Accounts have been reviewed by the Auditors (ABA Audit) and reports attached. They gave us a clean bill of health with no recommendations, the accounts that are presented are in accordance with proper accounting processes with no anomalies.

JACQUELINE PUT FORWARD A MOTION THAT THE FINANCIALS BE ACCEPTED.

SECONDED BY CHRIS MURPHY AND ALL IN FAVOUR

RESOLUTION – BUDGET FOR THE 20/21 FINANCIAL YEAR BE APPROVED CHRIS MOVED, ALL IN FAVOUR

RESOLUTION – APPOINT ABA AUDIT LTD AS THE AUDITORS FOR THE CURRENT YEAR CHRIS MOVED, ALL IN FAVOUR.

RESOLUTION – BUSINESS PLAN AND STRATEGIC PLAN AS ATTACHED AND PRESENTED BE APPROVED, CHRIS MOVED ALL IN FAVOUR.

### Special Resolution 1 – Name Change

Documentation on the Special Resolution to Change the Name of the Warkworth Business Association Attached.

Chris Murphy introduced the Resolution and gives some background on the Association and the name, in the past the business community had division amongst the Retail and Industrial

Sectors, when the new committee was formed after the failed BID campaign 3 years ago they quickly relaunched and rebranded the association to “One Warkworth Business Association” with the goal to bring the whole community together. We now have unified buy in and support from the whole community. BUT the Association has always been representative of business in the wider area, with particular concern for the business community in the coming years when we will see Warkworth alone grow by over 20,000 people. We don’t see the reason of being a BID to confine our work to Warkworth only, we want to ensure that with the growth of thousands of people there are opportunities to work locally, grow tourism, make use of the river etc, this drive encompasses the wider Mahurangi region. There is huge opportunity within the region to shape and grow the future and we want to be part of it not limit ourselves and not outcast the wider region.

We like the idea of ‘One Mahurangi’, we’ve got good imagery with our brand that we can keep using, making only minor adjustments to the logo’s etc, swap out Warkworth for Mahurangi and keep visually what people recognize as the symbol for the Association.

*Want to discuss if you would be happy/onboard with changing the name, and if so would you be happy to change to One Mahurangi?*

Mark Macky (Deputy Chair) - explains why we want to keep “One Mahurangi” maintain the use of the One to give a unified approach, allow use of the current and well respected imagery, ensure that the recognized brand that we have built up and that is respected and known at a Government level stays in place.

All Agreed NO to “the” i.e. no “The One Mahurangi”.

It was queried as to how far does the broader area extend? Matakana, Snells, Puhoi etc. Would funding be gathered from those extended areas?

Yes, explained funding of “Associate memberships” need that funding for the budget to work. We have always had memberships from outside Warkworth and will continue to have so.

Peter – acknowledges a great idea, they’ve gone through the same thing with the Jane Gifford.

Jeanette (Mahu Matters) - Raised concern – changing the name could change the focus of the Warkworth business association too soon into the BID, we need to address some of the issues that we went to the Business Community with in order to get the BID approved before looking to expand. A regional body approach needs to be thought through in more detail, a regional body should have it’s own goals and agenda with the right people acting in those roles. So much to be done for Warkworth first, that expanding is premature.

Susan Vize (Chocolate Brown & Committee Member) – Agrees with many of the things Jeanette is saying, but look at Matakana Coast Tourism, we see Matakana as a little boutique village, due to it’s name it’s not seen as inclusive, the name and branding is holding it back. We need a branding and a name that is inclusive for our brand and our future, already we are including those expanding areas in our discussion and trying to bring them on board, now we need to show that our journey is more inclusive. Our NUMBER 1 priority is the BID but we also need to include the others that don’t have a voice, there are people in Matakana businesses etc that don’t feel part of MCT as they aren’t ‘tourism’ or don’t feel equated with the current direction. Puhoi, Pakiri and Wellsford have nobody to ally with. Mahurangi also includes IWI it is crucial that we foster this relationship.

Mark Macky– also supports and summarizes Susan’s views, we want to be inclusive and supportive.

Burnette O’Connor – Can we be as effective with the growth issues that we are facing as a broader representation area, can we not transition into it? What and where does “Mahurangi” representative in terms of those growing up here, don’t think of Leigh and Omaha as Mahurangi. Unless we are confident we can deliver, should we not be easing into it more gently?

Chris – explained why we are looking at the wider region, but the objective is not going to change. We want to provide a coverall that we will work with all businesses for the benefit of Warkworth, changing name encompasses the whole area, if you live in Warkworth you do business in Snells and Omaha, and vice versa, we want a more inclusive name and not put people off. Our primary role to date has not been what a traditional business association would do. We’ve already been really focused on the bigger picture which is MORE beneficial to the whole community ie. roading, infrastructure, we draw on support from ANY local view point that impacts what’s happening. This has allowed us to have a win with the Matakana link Rd, but next steps need to be the Sandspit link Rd, Southern interchange, Hill st and so forth, all of these things affect Warkworth but are technically outside the BID.

Burnette – We want to focus on Warkworth open spaces, business district should be our primary focus, we don’t want it to die.

Chris – The work we do will ensure that we are focusing on those things, but at the bigger picture level, ensuring with Murray’s input local business is always onboard. We need the external support to ensure that we get by in for bigger picture issues, hard to get them on board if our name alienates them.

Jeanette – can associate members sit on the board?

Chris – Yes constitution says yes same rights, but BID members will have the majority of the places on the board.

Bevan Morrison – Growth is going to be very dynamic, huge changes, a committee of 10-15 people wont do for 30,000 people, we have the tool box and experience, we need to be the backbone and experience for those people to come to us, set up growth, use subcommittees etc, market to the broader area that we have the toolbox, we’ll help but lets all be on the same page.

Chris – we just want to open the door for communities to be on board.

Toni Broughton-Johnson- Hears the inclusive message, but has concern that we go to representing Mahurangi and we are making promises to the wider area that we can’t deliver on. If we change the name are we sending the message we can deliver on help that we can’t actually carry out.

Chris – explains what we already do and how we already have special interest groups, we could start by setting up more special interest groups, or inviting those areas onto those existing special interest groups. In the short term all it does is assist people in those areas who do business in and with Warkworth.

Dave - Explains our role in transport advocacy we can’t look at transport and roading without looking at the wider area, it’s impossible, we need those people on board, we need

their voices and push, we can't fix Warkworth without encompassing the wider area. Warkworth can't be successful on it's own.

Mark – We are held in very high regard in Auckland Council in terms of a unified voice and a coordinated approach, we need to ensure that our coordinated approach continues, any bureaucrats where they see a divided voice will ignore or drive the divide, an inclusive name referring the history of the work OneWarkworth has done just helps encompass what we are doing.

Chris – Explains the current issues with not having a Sandspit Link Road. Once the Matakana Link Road is in place, all traffic will go to that round about and away from Warkworth, we need to push for that link for the benefit of Warkworth, without the Sandspit Link Hill St is worse, Sharp Road worse, we need a unified voice to push these projects.

Peter Thompson – We need to front foot growth, imagine if Matakana went for a BID, Snells, etc. we will all be fighting with each other. Name just allows us to grow and build on our strong standing already.

Chris – go to vote 75% in favour needed. And again 75% needed for the name.  
*Vote - 3 oppose 28 possible votes – Motion passed.*

Do we wish to adopt One Mahurangi Business Association or Mahurangi Business Association?

Susan Vize – Raised a point where the use of the word one is exclusive. Mahurangi Business Association is easier to role of the tongue.

Bevan – “MBA” likes that it's shorter rolls of the tongue, has an acronym, but also likes ‘One’ has imagery and value.

Mark – wants to start with ‘One’ as an interim step (3-5 years?) to keep the good will to keep hard work already done and not have to explain our standing again. Take a step and gradually move.

Jacqueline – cost is a concern, we don't have the funds to change the collateral too many times.

Rachel Callendar – Survey came out on FB and survey monkey with the majority in support of Mahurangi Business Association, there is little cost impact, we have had the designers mock up a logo using similar branding. Clear majority who responded to the Survey thought change had merit.

James - Tree King – if we're going to change we should just do it now and go all the way.

Bevan - Noted we can just keep the same logo so visually keeping the weight of what we've got and the work we've already done. Don't need a complete rebrand.

Chris – Mahurangi Business Association was always the long term goal, but the fear was we'd lose some of the good will relationships etc that we've built with the ‘One Warkworth’ brand.

Burnette – can we have an overarching with subcommittees underneath is the brand more of a regional business brand and we sit under that.

Chris –We need to work to achieve recognition with the use of Mahurangi.

Bevan - Just signals to bureaucrats ‘hey we just got bigger’.

Mark – We don’t want them to ask the question ‘hey who are you guys again, what happened to One Warkworth?’

Dave – our fight in the last few years has been epic to get acknowledged at a national level we need to initially retain the ‘One’.

Murray – as ‘One Warkworth’ there is difficulty talking to people in Snells, Puhoi, Omaha, Matakana, it’s hard to get them to buy in and pay for a membership when we are called ‘One Warkworth’. This is the same as tourism areas in Warkworth struggle to pay and join MCT due to the name. Murray happy to market the One Mahurangi brand. Promotion once decision has been made will be important.

*Vote*

*One Mahurangi Business Association or Mahurangi Business Association?*

*One Mahurangi Wins.*

Record resolution – name change to ‘One Mahurangi Business Association’.

BY WAY OF SPECIAL RESOLUTION;

THE MEMBERSHIP DO WISH TO CHANGE THE ASSOCIATION NAME TO ONE WHICH IS MORE INCLUSIVE OF THE WIDER BUSINESS COMMUNITY.

THE MEMBERSHIP WISH TO CHANGE ITS NAME TO;

ONE MAHURANGI BUSINESS ASSOCIATION

**Special Resolution  
2  
Change in number  
of Committee  
Members**

Chris raises the 2<sup>nd</sup> Special Resolution - We have 13 Nominees for the Committee an the Constitution allows for 11. We have 13 good diverse people, many of these people are proven advocates of the community and can add value, we do not want to lose them from the committee. There are number of new Nominations, we don’t know yet what they offer but we are very keen to find out. We need a succession plan for the committee, we can’t have a 2016 over again or we will lose all the gains we have made over the last 4 years. We need to allow people to move on, knowing we have active proven people to take their place.

Chris Proposed the resolution that the committee sits at a maximum number of 15, this has no change to the other areas of the constitution. We resolve that those 13 members will change from Friday upon changes lodge to the constitution.

CHRIS MURPHY PUT FORWARD A MOTION THAT THE COMMITTEE CAN FROM 11 TO 15 MEMBERS.

SECONDED AND ALL IN FAVOUR

**Committee**

There is no need for a vote to the committee – all members introduced themselves, see attached document.

At the first Committee Meeting, positions will be appointed.

**General Business**

Murray – Thanks to Tim Holdgate and Beth Houlbrooke, Beth is our liaison at the local board, thank you both for all your hard work.

Chris – 4 years ago we knocked on Beth’s door with a plea for help and she has always been onboard. Tim thank you for always being a voice, if your voice is contradictory then we know we need to listen.

Thank you to the MP’s for the area as well, always attending meetings and working together to strengthen Warkworth.

Chris – Thanked the committee for all their hard work.

Chris noted he is standing down at Chair, with a Possible Chair in waiting in Mark Macky.

Chris - Summarized the last 4 years, a lot of hard work happened to get the Business Association up and running again, very little budget or resource to work with. But Mark went out and found sponsorship which meant we could employ Murray. Murray then went and found membership, which meant we could pay Murray for his hard work.

Thank you Rachel, she’s been key, it was hard 4 years ago, but she has shown true grit and makes a huge impact.

Thank you to Susan, Susan left for a while and thankfully came back, she shows true determination.

Hugh - A huge thanks, he helped to find the money to make it work, and was key in making sure there is no division between industrial and retail.

There are great people in our community who say the past is the past, the future is where we want to head to.

Thank you to planners, Burnette, who stood down and David Hay came back, Burnette is now back on board, we need to have people who know council well.

Jeanette who had been on the board but always ensures Mahu matters is of great support to us, thank you.

Brent, high expectations.... Ha ha. He has always been an asset, we are really happy to have him onboard.

Dave, for all your work with transport thanks for the push.

We have a hugely supportive group of people and I’m amazed at what we’ve achieved amazed at what It’s become, looking forward to the future.

Mark – Huge thank you, we wouldn’t have made the progress we have without you, the time and effort you’ve put in has got us so far, skills, knowledge, wisdom, ability to debate issues is hugely invaluable. THANK YOU.

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**Meeting closed**

Minutes produced by:	Melanie Lambert
Minutes approved by:	Mark Macky