

**NZ SNOW INDUSTRIES FEDERATION INC
MINUTES OF THE EXECUTIVE MEETING HELD ON
MONDAY 3 OCTOBER 2011
AT THE TAUPO EVENTS CENTRE
AT 5.00PM**

1. PRESENT:

Steve Schikker President
Martin Schnelle
Rob Janssen
Sean Drinkwater
Clint Atkins
Mat Woods
Miles Davidson Secretariat

2. APOLOGIES: Nil

3. MINUTES OF LAST MEETING – 01/07/2011:

Moved: C Atkins

Seconded: S Schikker

That the Minutes of the meeting held on Friday 1 July 2011 in Wanaka as previously circulated be approved as a true and correct record.

CARRIED

4. MATTERS ARISING: Nil

5. MARKETING PROPOSAL AND TIMELINE:

Nigel Kerr was asked to prepare a proposal for the NZSIF and this was circulated to Executive members in August. Since that time S Schikker and M Woods have met with Nigel to discuss his ideas. Essentially the proposal is about a national loyalty programme for NZSIF member retailers based on website platform. A second proposal has been prepared and circulated prior to this meeting.

It was felt that the loyalty programme had too many obstacles including the fact that some members already have loyalty programmes and the cost to the NZSIF to establish and maintain a national programme are very high.

The Executive supported the website idea for promotions. It was agreed to establish a steering group to move the marketing ideas forward.

The group is Mat Woods, Guy Alty and Charlie Cochrane

6. AGM ISSUES:

The accounts and Annual Report have been circulated. Financially the NZSIF is in a very strong position. Equity is building up as a result of Trade Fair excesses and unspent marketing funds.

There is no election for the Executive this year as members are entering the second year of their two year term.

Executive members asked for clarification about Martin Schnelle's position on the Executive now that he has sold Marvelox. M Schnelle advised the Executive that he has sold his business to Mountain Adventure (formerly Mountain Wear). He added that he continues to be associated with Mountain Adventure on a contract basis. As far as his role on the executive is concerned he advised that he is happy either way to resign if that was the wish of the Executive and members or stay on until the AGM next year. Based on this the Executive agreed that he remain on the Executive for the time being.

M Davidson advised the appropriate clause in the constitution relating to an Executive member resigning or ceasing to qualify.

In the event of a member of the Executive resigning, or ceasing to qualify for a seat on the Executive, the Executive shall have the option to appoint a replacement, provided however that the Executive shall appoint as the replacement a representative from the same sector as that represented by the resigning or ineligible member of the Executive

Prize draws have been organised for the sector meetings and AGM. C Atkins has secured beer vouchers from the Plateau Bar in Taupo and S Schikker has organised a voucher for a days Heliskiing through Harris Mountains.

7. TRADE FAIR ARRANGEMENTS:

The entry to the venue this year is through the Club Room at the south end. Day and night time security is organised through Senjo and will be placed at the Club Room entry to the main hall. They will also sweep the venue to ensure passes are being worn at all times.

Exhibitors are pleased with the floor plan and wide stands. M Schnelle was thanked for his work designing the floor plan.

We have just over 200 attending the White Trash Party at Huka Falls Resort. A bus is chartered for transport from Taupo (Great Lake Centre) to Huka Falls Resort at 7.30pm and will start return trips at 11.30pm.

Business card draws will be made for retailers visiting the function room where there are 8 exhibitors on days one and two. We hoped to have the coffee cart in the function room but this is not possible due to council regulations and use of mobile coffee carts.

It is proposed to return to Wanaka next year at the normal time – week schools go back for term 4. Monday 15 – Thursday 18 October 2011.

GENERAL: Nil

The meeting concluded at 6pm

Signed as a true and correct record:

President: _____

Date: _____