

MINUTES
NZ SNOW INDUSTRIES FEDERATION INC EXECUTIVE MEETING TO BE HELD AT
UNIT 1 21 GORDON ROAD WANAKA
ON MONDAY 25 JUNE 2018 AT 4.00PM

1. PRESENT:

Sean Drinkwater President
Jay Smith
Simon Knight
Charlie Cochrane
John Knight
Daisy Mayen
Miles Davidson Secretariat
Nick Harvey Strategy Creative

2. APOLOGIES: Nil

3. MINUTES OF LAST MEETING 13/4/2018 and 12/06/2018:

Moved: S Knight

Seconded: C Cochrane That the Minutes of the meetings held on Friday 13 April in Queenstown and on Tuesday 12 June via teleconference, as previously circulated be approved as a true and correct record.

CARRIED

4. MATTERS ARISING: Nil

5. FINANCE:

The draft annual accounts for the 1 April 2017 to 31 March 2018 period have been prepared and were distributed with the agenda. These accounts will be presented to members at the AGM in Queenstown.

6. MEMBERSHIP:

a) Membership List – The current membership list was distributed with the agenda.

7. PRODUCT TESTING PROGRAMME 2018:

a) Budget - The budget for the programme was circulated with the agenda. This has been updated according to registered retailers.

b) Wholesaler Set-Up – 14 wholesalers are participating. The site plan was attached with the agenda and this has been sent out to all participating wholesalers.

Wholesalers - Allsports, Blacklight Distribution, Bobo, Brandex, Burton, Gravity Sports, Jones Bros, Momentum Sports, Principle Distribution, Rush Distribution, Snowworld, Sportive, Summit Collective, UG Manufacturing.

c) Function – The function is at Jack Rabbit in Cardrona Valley Rd. The venue has a licence to 11pm on week nights. S Knight updated the Executive about the function. 125 industry members are registered and SSNZ has 76 registered although it is likely to be less.

NZSIF members will be provided with two coupons to redeem at the bar for two drinks. The bar tab will be charged back to the NZSIF. SSNZ guests will have their own tickets for charge back directly to them. This applies for the food as well. It is \$20 per head.

Guy Alty has agreed to be the MC. The NZSIF is picking up half of the the technical cost (\$500) and will pay for the DJ (\$350).

The function will officially start at 7pm when the Olympic Team and support staff arrive. The bar will be closed during the pin presentation and Q & A session with the athletes. The NZSIF will present SSNZ with a signed ski and board. As NZSIF members arrive they will be asked to sign the ski and board during the evening.

Prior to the function at 5pm industry members from the NZSIF, SAANZ, NZSIA and SSNZ will meet at Jack Rabbit to discuss marketing opportunities and how the industry can work together to capitalise on the successes of the Olympic Team over the next 4 years and beyond.

The Exec thanked S Knight for being part of the function organising team on the NZSIF's behalf.

8. MARKETING CAMPAIGN:

a) Campaign Overview and Launch – Nick Harvey was welcomed to the meeting. Nick spoke to the update circulated prior to the meeting. The website and social media is going live today. Video one of GTD is going out on U Tube, face book will be live at 7pm today and Instagram is going live as well – gosnownz.

The media release launching the campaign is to be sent to members after this meeting using Hub spot. M Davidson provided Strategy Creative with our Mailchimp distribution list.

The prize for a weekend for two in the Southern Lakes will close on 15 August. The prize must be taken by the end of the 2018 season.

C Cochrane advised that NZ Ski will likely support this initiative with 4 FOC day passes (2 - day pass for each person).

J Knight will approach Juicy Car Rental in Queenstown.

9. TRADE FAIR 2018:

a) Trade Fair Budget 2018 – The budget was distributed with the agenda. The budget is based on 30 exhibitors – 25 members and 4 non-members including the square metre rate.

The proposed budget generates a surplus of \$16,936.

Moved: S Drinkwater

Seconded: D Mayen that the trade fair budget be approved as a working budget

CARRIED

b) Trade Fair Programme -

Tuesday 16 Oct	8.00am – 5.00pm	Exhibitor Set Up
	5.00pm	Executive Meeting – Events Centre
	6.00pm	Wholesalers Meeting – Events Centre
Wednesday 17 Oct	8.30am – 6.00pm	Trade Fair open
	6.00pm	Retailers Meeting – Events Centre
Thursday 18 Oct	8.00am – 8.15am	AGM – Queenstown Events Centre
	8.30am – 6.00pm	Trade Fair open
	7.30pm – 12.00pm	Trade Fair Theme Party – Venue TBC
Friday 19 Oct	8.30am – 2.00pm	Trade Fair open
	2.00pm	Exhibitor pack out
Saturday 20 Oct	9.00am – 4.00pm	On Snow Day Cardrona (Subject to snow)

c) Trade Fair Party – Last year the trade fair party was held at the World Bar. We have received an approach from Rydges Hotel asking us to consider The Reds Bar for the trade fair party. This was discussed and there is still a preference for a bar in the centre of town rather than a hotel type function room.

The World Bar has expanded and now has a bar next door called the Yonder Bar. M Davidson was asked to contact them to see if the Yonder Bar is suitable and available for this year.

d) Trade Fair Accommodation – The following accommodation providers can be promoted for this year's Trade Fair.

Millennium

Copthorne Hotel Lakefront

Copthorne Hotel and Apartments Lakeview

Garden Court Apartments

10. GENERAL:

a) North Island Membership/Events – S Drinkwater reported that there has been some discussion amongst wholesalers around re-instating a North Island on mountain event of some kind. An email will be sent out to members shortly to gauge support about an event in the North Island. Discussions so far suggest that there is support for some kind of event and this could be held in spring involving members and the public.

S Drinkwater will keep members up to date with responses and whether or not something can be organised this year. Work is on going with RAL in respect of wholesale demos and members are being kept up to date with developments.

Also, there is still discussions going on about the location of the trade fair and the idea of holding a trade fair in the North Island every 4 years. Information about venues in the North Island will be updated for presentation at the Trade Fair this year.

11. NEXT MEETING:

5pm Tuesday 16 October 2018 at the Queenstown Events Centre.

The meeting concluded at 5.30pm

Signed as a true and correct record:

President: _____

Date: _____