

**MINUTES
NZ SNOW INDUSTRIES FEDERATION EXECUTIVE MEETING
CONFERENCE CALL
ON TUESDAY 12 JUNE 2018 AT 5.00PM**

1. PRESENT:

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

2. MARKETING CAMPAIGN:

Nick Harvey provided an update and spoke to the NZSIF Marketing Overview Presentation. This was circulated to the full Executive by email.

The aim is to launch the campaign on Monday 25 June.

How to Dad (HTD) is a component of the full campaign but it will be used as a launch vehicle including the video and it gives us reach for go snow. The video shot at Cardrona last week with HTD is included in the Overview document.

It was decided to stay with Word Press which is the website programme being used currently for the existing website. The website will engage consumers and they can sign up via the website.

The electronic data mail will start working when the database start to get contacts.

Feedback is required in the next couple of days regarding Social posts 1, 2 and 3 on page 12. Feedback is also required re the PR release on page 21.

The partner badge will go on the website and can also be printed and distributed to campaign partners (members).

Prize incentive – Nick is recommending that we offer a prize as an incentive. A prize package for two people is proposed for Queenstown – Friday to Monday including 2 days on the snow, airfares, car rental and accommodation.

Nick will approach airlines, rental car company, J Knight accommodation and M Davidson NZ Ski.

D Richards suggested product because it is easier to arrange at short notice. It was agreed to try to put together the travel package first.

Nick and Miles to make contact regarding website images in the next day or so.

Meeting concluded at 5.30pm.