#### Eketāhuna Our Town Inc.

32 Main Street Eketāhuna 4900 New Zealand

eketahunakiwicountry@xtra.co.nz

# ANNUAL GENERAL MEETING MINUTES OF THE EKETÄHUNA OUR TOWN INCORPORATED SOCIETY HELD IN THE ST JOHN HALL, CHURCH STREET ON THURSDAY, 11 MARCH 2021

**Present**: Rena Tyler (Chair), Corinna Carew (Deputy Chair), Terry Carew (Treasurer), Murray Rawstorn (Secretary), Clive Bickerstaff, Hannah Bothamley, Jules Burt (EIC Coordinator), Everlyne Chase, Jenny Davidson, Margaret Drysdale, Gary Groombridge, Kalina Knight, Glynne MacLean, Margaret Parsons (EIC Coordinator), Ed Trainer, Raylene Treder (TDC Councillor) and Pauline Wilson.

1. The Chair declared the meeting open at 7.00 p.m.

#### ITEM 1 – CONFLICT OF INTEREST DECLARATION

2. Nil.

#### ITEM 2 - APOLOGIES

Colin Fraser-Davies and David Kinzett.

#### ITEM 3 – MINUTES OF THE PREVIOUS MEETING

4. The minutes of the previous Annual General Meeting, held on 12 March 2020, were taken as read. They had been previously circulated via email and copies made available at the present Annual General Meeting.

Motion: That the minutes of the Eketāhuna Our Town Annual General Meeting, held on 12 March 2020, be accepted as a true and accurate record of that meeting.

Moved:M. RawstornDecision:CarriedSeconded:C. CarewAction:Nil.

#### ITEM 4 – BUSINESS ARISING FROM THE PREVIOUS MEETING

5. **Item 6/Action**: The Treasurer, not the Secretary, filed the financial report with the Charities Services by due date.

#### ITEM 5 – CORRESPONDENCE

#### **Inwards**

Nil.

#### Outwards

7. Nil.

#### ITEM 6 - CHAIRPERSON'S ANNUAL REPORT

- 8. Rena tabled her report covering the previous 12 months (Enclosure 1). In summary, Rena:
  - a. gave her thanks to the executive committee for their continued support to Eketāhuna and the Our Town Society, including the organisation of annual events such as the Santa Cruise and Carols by Candlelight, and the management of, and commitment to, the Eketāhuna Information Centre with continually-changing window displays;
  - b. acknowledged the challenges presented by the Covid-19 pandemic, and noted how the community rallied to support each other. Special mention was made of the contribution of Tanmay and Priti Patel, Eketāhuna Four Square, and the Eketāhuna Health Centre; and
  - c. highlighted improvements in the town, such as the ANZAC flags that were flying in time for ANZAC Day despite tight time restrictions, the town signs at either end of Eketāhuna, the tile painting on display outside the Service Centre, and the refresh of the mural at the children's playground currently underway, and the prospect of the long-awaited white kiwi repaint being completed; and
  - d. noted that new businesses are "in the pipeline," which can only serve to enhance the positive outlook for our busy, vibrant little town.

Motion: That the Chair's Annual Report as tabled be accepted.

Moved:R. TylerDecision:CarriedSeconded:G. MacLeanAction:Nil.

#### ITEM 6 – TREASURER'S ANNUAL FINANCE REPORT

9. Terry presented the financial report (Enclosure 2) for the period January to December 2020. It reflects a total income of some \$40,250 and expenditure of \$30, 500, with retail stock on hand of \$14,400 and a current bank balance of a little over \$27,000. The report included a financial statement and confirmation from the Honorary Auditor, Mr J. Sweeney,

that the income and expenses as submitted are a true and correct record of the Society's financial transactions for the financial year ending December 2020.

- 10. Of the bank balance, the following funds are committed as follows:
  - a. \$8,500 Fitness (Lime) track;
  - b. \$2,450 Waka Park;
  - c. \$130 Operational grant from TDC;
  - d. \$2,700 Information Centre Coordinators from EECT;
  - e. \$2,000 Minor projects; and
  - f. \$1,400 Volunteer expenses from CoGS.

Motion: That the financial report as presented be accepted as a true and accurate record of the financial position of the Eketāhuna Our Town Incorporated society.

Moved: T. Carew Decision: Carried

Seconded: E. Chase

**Action**: Treasurer to file the financial report with the Charities Services by 30 June

2021.

#### ITEM 7 – INFORMATION CENTRE REPORT

- 11. Jules tabled the Information Centre report for February (Enclosure 3), which also summarised the year that was. Points noted include:
  - a. Good steady numbers overall, which has been both surprising and gratifying, considering the impacts of Covid-19.
  - b. New stock has been trialled and appears successful and Christmas sales were outstanding. As noted previously, 2021 calendars sold out very quickly. The success of the local calendar is in no small way attributable to Mercy Hemming's ongoing support and that of local businesses and contractors.
  - c. Positive feedback has been received on the window displays.
  - d. Newsletters containing local news and events continue to be published, noting the regular sections for various agencies Pūkaha, the Health Centre, NZ Police and the Fire Brigade.
  - e. One of the contributing writers to the free *Wairarapa Lifestyle* magazine, is writing an article on Eketāhuna. The article is intended to be published with the autumn release.
  - f. Eketāhuna had a visit from the Prime Minister during the 2020 election campaign. It was not divulged what, if any, souvenirs she purchased from the Information Centre commercial sensitivities or state secrets??
  - g. Acknowledgement of Margaret Parson's Tararua Civic Award for a lifetime of community service to Eketāhuna, presented to her by Mayor Tracey Collis.

- h. As volunteers come and go, the need for new ones is greater than ever. People are encouraged to consider what time they can spare to go on the roster for this important facet of promoting Eketāhuna.
- i. Late night shopping in the lead-up to Christmas continues to be popular and is intended to continue.
- j. 2021 should see, amongst other plans, more new tee shirt designs, the ongoing timeline update and a new calendar edition for the following year.

Motion: That the Information Centre Report as presented be accepted.

Moved:J. BurtDecision:CarriedSeconded:R. TylerAction:Nil.

#### ITEM 8 - WEBSITE REPORT

- 12. Glynne tabled the Eketāhuna Our Town Website Report for 2020 (Enclosure 4). She summarised the report's contents, advising some of the technical aspects of the site. Salient points noted include:
  - a. 23,843 pages of content were served up to 2,494 individual visitors, representing over 60 countries, across 6,677 visits.
  - b. 2021 is already tracking to deliver similar results from 2020.
  - c. Generally, people searching for Eketāhuna are directed to the Our Town website first.
  - d. Graphs detailing more statistics are available upon request from Glynne.

Motion: That the Eketāhuna Our Town Website Report as presented be accepted.

Moved:G. MacLeanDecision:CarriedSeconded:C. CarewAction:Nil.

#### ITEM 9 – ELECTION OF EXECUTIVE AND GENERAL COMMITTEE

#### **CHAIRPERSON**

13. Rena directed the Secretary to call for nominations for the position of Chairperson for the following year. Only one nomination was received.

Nomination: Rena Tyler Decision: Elected unopposed

**Nominated By**: Margaret Parsons **Seconded**: Glynne MacLean

14. In accepting the role, Rena echoed her previous year's message regarding the need for succession planning of key Our Town committee appointments, whilst at the same time, is keen to see the completion of some of the projects.

#### **DEPUTY CHAIRPERSON**

15. Rena called for nominations for the position of Deputy Chairperson for the following year. Only one nomination was received.

Nomination: Corinna Carew Decision: Elected unopposed

Nominated By: Everlyne Chase Seconded: Jenny Davidson

#### **TREASURER**

16. Rena called for nominations for the position of Treasurer for the following year. Only one nomination was received.

Nomination: Terry Carew Decision: Elected unopposed

Nominated By: Margaret Drysdale Seconded: Margaret Parsons

#### **S**ECRETARY

17. Rena called for nominations for the position of Secretary for the following year. Only one nomination was received.

Nomination: Murray Rawstorn Decision: Elected unopposed

Nominated By: Glynne MacLean

**Seconded**: Jules Burt

#### **PUBLICITY OFFICER**

18. Rena called for nominations for the position of Publicity Officer for the following year. Only one nomination was received.

Nomination: Glynne MacLean Decision: Elected unopposed

Nominated By: Rena Tyler

**Seconded**: Murray Rawstorn

#### **COMMITTEE MEMBERS**

- 19. The following were confirmed unopposed as committee members for the following year:
  - a. Jules Burt (Information Centre);
  - b. Everlyne Chase;
  - c. Jenny Davidson; and
  - d. Margaret Parsons (Information Centre).

#### **APPOINTMENT OF SIGNATORIES**

- 20. The current banking signatories were confirmed unopposed for the following year:
  - a. Terry Carew (Treasurer);
  - b. Jules Burt; and
  - c. Margaret Parsons

#### ITEM 10 - GENERAL BUSINESS

- 21. On behalf of the Tararua District Council, Raylene congratulated Our Town on its success during the year. Raylene remarked it had been a trying year, but that Eketāhuna is a very resilient, vibrant community and commended the committee for its work, especially in securing the society's funding.
- 22. Continuing the funding theme, Rena advised of the desire to seek a further meeting with Nathan from the Lotteries Commission. The previous meeting between her, Nathan and Terry had been most productive. It is clear that the Lotteries Commission is keen to assist with funding, however it needs to be driven by the town with identifiable outcomes. Raylene echoed that funders are keen to meet with charities, in order to better understand their requirements.
- 23. Clive Bickerstaff raised a concern with the traffic management plan (TMP) for the Christmas Parade. In his view, the TMP simply did not work and he was frustrated with the lack of understanding by the contractors as to the event's requirements. He raised the prospect of future TMP activities being conducted by locals within the community, by funding the requisite training. Discussion ensued, with various offers for volunteers to undergo training and other options to meet the necessary obligations. Rena directed that this be an agenda item for April's committee meeting.

Action: Secretary to include in April's Committee Meeting agenda.

24. Terry raised the matter of the frequency of committee meetings, and questioned how often the committee needs to assemble. As this matter affects the constitution, Terry wished the matter to be raised at the AGM as opposed to the committee meeting. He suggested that less frequent assemblies, for example, quarterly could convene and matters during the intervening time could be through email discussions. Rena noted that any changes affecting the constitution need to be advised prior to a General Meeting by a formal Notice of Motion. However, she directed that the subject be placed on the agenda for April's committee meeting.

**Action**: Secretary to include in April's Committee Meeting agenda.

25. Pauline Wilson asked a question regarding an end date for the Waka Park project. Rena advised that was a matter for Everlyne and Warren Chase, noting funding had been approved and the project signed-off prior to the appointment of the current committee members. None of the present committee are aware of any completion date; Everlyne advised the meeting of some of the work still outstanding. Pauline advised the meeting that a rubbish bin from outside the Post Office was to be moved to the Waka Park upon its completion; the timing of this was a decision by the Community Board. Discussion also centred on physical items, such as a map, that a local sign company had worked on and

upon which funds had been spent; however, the whereabouts is unknown. Terry advised the meeting that the company has stated that all accounts have been settled, work completed and they are not in possession of any of the relevant items. Rena suggested Pauline take the matter up with the Community Board.

Action: Everlyne will provide a progress report at the April Committee Meeting,

#### ITEM 11 - NEXT MEETING

26. The next Annual General Meeting is scheduled for 10 March 2022.

#### ITEM 12 - MEETING CLOSURE

27. The Chair declared the annual general meeting closed at 7.40 p.m.

M. Rawstorn	R. Tyler
Secretary	Chair

#### **Enclosures**:

- 1. Eketāhuna Our Town Chairperson Annual Report 2020
- 2. 2020 Treasurer's Report for Eketāhuna Our Town Inc.
- 3. Information Centre Coordinator's Report.
- 4. Eketāhuna Our Town Website Report.

#### Eketahuna Our Town Chairperson Annual Report 2021

Welcome everyone to the annual meeting for 2021. Thank you for making the effort to attend.

I would like to begin by thanking the executive committee to their continued support to Eketahuna. 2020 proved to be a challenging year with the Covid 19 lockdown that saw all but essential services close for a number of weeks. Eketahuna being the town that supports its own, it rallied and helped those that needed some assistance. A very big thank you to Tanmay, Priti and their staff, for their incredible commitment to the community during the lockdown. The Eketahuna Health Centre continued to offer a range of health services and for all but two days was able to remain functional. The Information Centre was closed and I will leave Jules to tell us how that impacted the numbers we are seeing come through the centre.

New ANZAC Flags were purchased and were proudly flying even with the restrictions at the time. Thank you Terry and Corinna.

The town signs at the entrances to Eketahuna continue to have the wording changed as events happen.

The tile painting is now on display outside the Service Centre and has attracted comments and interest.

I enjoy the window displays at the Information Centre and watch with interest to see what the next one will be. Thank you Jules, I love your ideas. Margaret, without your continued work the roster at the Information Centre would be a headache for someone else. Thank you.

The Santa Cruise was very successful and we were blessed with a beautiful fine day. Took a little while to figure out who the mystery clown was thou. Thank you to the sub-committee that continues to make this event a huge success.

Carols by Candlelight was enjoyed by those that attended. A big thank you to Margaret and Gary Drysdale for the effort you put in to make this event special.

The updated mural at the children's playground has commenced and I can't wait to see it finished. From all the positive comments on the Facebook Community page, there are a lot of people watching its progress.

The painting of the white kiwi did not happen but I have been assured that it will be completed before the end of this month. If it is not we will approach others to get the job done.

We have been able to secure the funding to complete the exercises stations at the lime track which is very exciting. Terry will explain the other projects that the grant will cover.

Eketahuna continues to be a busy vibrant town. New business' are in the pipe line. The outlook is very positive.

2020 Treasurer's Report for Eketahuna Our Town Inc.

Total income 2020 was \$40.25k, comprising \$26k grants, \$10k shop sales,

\$4.4k Donations and subs (Includes sale of mini bus share) and \$12 interest.

TDC grants were \$10.5.

The Information Centre shop sales continue to grow, when taking into account the Info centre closure due to COVID 19.

Grants were received from COGS (Volunteers) 1.5K, ECCT and Lotteries (Co Ords).

The COGS grant will need to be reviewed in 2021, with a new application for a 3 year grant to be made, while an application to Lotteries for \$26.4K is due a decision on 3<sup>rd</sup> March 2021.

Total expenditure 2020 was \$30.5k, comprising \$4.9k community projects,

\$9.6k wages/Co ordinators, \$5.9k stock, \$9.4k info centre running costs,

\$0.4k newsletter printing, \$0.25 volunteer expenses and \$0,05 Sundries.

Printing of the monthly community newsletter has dropped considerably due to electronic letters and the web site – Then will be no application to Community Grants in 2021 due to this drop in costs.

\$9.6k Expenditure on wages/co ordinators is money well spent with the quality of service provided by our three co ordinators Jules, Margaret and Glynne, and the ongoing support of our volunteers, without which the Information Centre would not be able to operate, providing a valuable service to Eketahuna and all visitors.

Stock purchased provides a valuable return, ensuring that funds are available to support on going community projects and initiatives an example being the TMP for Santa Cruise,

At the end of year 31st December 2020, retail stock was counted and valued at \$14.4K.

At the end of year 31st December 2020 Eketahuna Our Town bank balance was \$27,228.77

Of which \$8.5K is for the Fitness Track, \$2.45K for the Waka Park, \$0.13 Operational Grant (TDC), \$2.7K Co Ordinators (ECCT), \$2K for Minor Projects and \$1.4 Volunteer Expences (CoGS).

Accounts have been reviewed and signed off by Sweeney.

Finally, Many thanks to everyone who continues to be involved with Eketahuna Our Town, be it on the committee, supporting a project or as a volunteer supporting the info centre or

the variety of events that occur throughout the year. Without your dedication and support, Eketahuna would not be the Jewel that tops the Tararua Crown. Thank you.

Looking forward to another successful year ahead.

Terry Carew

7th March 2021

#### **Coordinators Report for Feb 2021**

	Dec	Jan	Feb
Local Visitors	105	122	86
NZ Visitors	183	309	256
Overseas	6	3	5
ATM Usage	478	485	520
Counter Sales	\$2371.00	\$1266.00	\$1202.00

#### Hello Ladies and Gents

The past year has been amazing considering Covid 19! Sales over the Xmas period once again outstanding. The calendar once again sold well, with a few people disappointed because they missed out. They will need to get in quicker this year. We also trialled some more new stock which has been well received again, showing in the sales figures.

#### **EIC Window Theme's**

We have had some great feedback! Its great to see people, stopping, pointing and laughing at the windows.

#### Newsletter

The newsletters continue to be a valuable source of local happenings for the community and are well received being printed, sent electronically, posted on FB and put on our Website.

We have a section each Month from Pukaha, The Eketāhuna Health Centre, Coppers Corner and a report from the Local Volunteer Fire Brigade, then local events happening in the next month.

#### **Fundraising**

As stated above The Eketahuna 2021 calendar was a great success. Thank you to all the Local contractors who sponsored it. We only ordered 100 calendars this year, so people had to get in quick. Thank you very much to Mercy Heming for her continued support with this.

Other fundraising was difficult due to Covid 19, most people/companies just keeping afloat.

Will look at other options this year, but sales have been very good considering.

#### **Advertising**

Wairarapa Lifestyle Magazine is a free magazine that is distributed Quarterly, one of their writers is writing an article on Eketāhuna, Hopefully for the Autumn release.

#### **Prime Minister**

In September Eketāhuna had a visit from our NZ Prime Minister Jacinda Adern whilst she was on the Campaign Trail

#### **Civic Award**

Our very own Coordinator Margaret Parsons received the Tararua Civic Award in November. Congratulations Margaret and thank you for your contribution to Eketāhuna.

#### **Stock**

As we have mainly local travellers, we concentrated on stock with Eketāhuna printed on them or caravan/tenting or travelling local.

We have lots of new magnets with Eketāhuna on them.

The "Eketāhuna School Eco Bag" is still going strong, selling very well. The prison bags are no longer available due to Covid.

The Eketāhuna Singlet is still very popular in Summer! There is a new design T/Shirt.

#### **Road Signs**

The signs at each end of Eketāhuna from North and South are well used and we have had some new enquiries so look forward to new signs.

#### **Volunteers**

We have said goodbye a few volunteers over the year and are grateful for their time at EIC. More volunteers are needed, so we will be advertising again in newsletter and will attend the "Meet the Newbees" morning tea hosted by the Community Board.

#### **Xmas Friday Late Night Shopping**

An initiative from Maisons, the town shops got behind this, and it has been well received and will continue. Thank you to the volunteers for the extra hours.

#### Goals for 2021

- More New T-shirt designs
- Update Timeline (On going)
- 2021 Calendar
- And more.

Kind Regards

Jules Burt Co-ordinator





## Frog Write Creations

#### Eketāhuna Our Town Website Report

Enclosure 4
Annual General Meeting Minutes
11 March 2021

The Eketāhuna Our Town website <a href="http://www.eketahuna.co.nz">http://www.eketahuna.co.nz</a> has 29 pages and 137 posts and 52 downloadable pdf documents providing information about the town, attractions, activities and services for both visitors and locals. The site is hosted on servers in New Zealand with WebHostingNZ. The site is "responsive" meaning that its format and design alters in response to the device it is viewed on from small mobiles to tv screens while maintaining consistency across browsers such as Chrome, Firefox, MS Edge, Opera etc.

During 2020/21 as well as the regular updating of content in the form of notices, newsletters, activities and changes in retail and local services' information, we have also ensured that covid levels and information is on the home page and updated as circumstances dictate.

In addition to the updating of the site content that our visitors see, backend security updates have been applied throughout the year including 17 core updates, 22 plugin updates and two php version updates. Prior to each backend update being applied it is tested on the test site (which is a mirror of the live site with less content) to ensure that there are no compatibility issues and the update of one portion of the backend won't break another. Also prior to backend updates backups are taken of both the site and the database that it runs off.

#### **Visitor Statistics**

In 2020 the **Eketāhuna** Our Town website served up 23,843 pages of content to a total of 2,494 visitors over 6,677 visits (excluding bots and search engines). The average length of the visits is 465 seconds which is seven and three quarter minutes, and a good indication that either people found what they were looking for and/or something of interest. On average the number of pages viewed per visit is 3.57. Hits, which are a less useful statistic as they count every aspect required to display content, are included on the summaries attached totalling 87,291 for 2020.

The site has attracted visitors from in excess of 60 countries with most visits coming from New Zealand, United States, followed in lesser number by UK, Canada, Czech Republic, France, Russia, India, Italy and China. Interestingly Australia is only 12<sup>th</sup>.

34 different robots from search engines including all the big ones, Google, Bing, Apple, Facebook, Yandex, Baidu, archive.org crawl the site regularly. Robots crawling the site are not included in the visit statistics but are recorded separately detailed as "not viewed traffic" on the summaries attached.

So far in 2021 we have dished up 4,529 pages of content to a total of 643 visitors over 1464 visits with on average visitors looking at just over 3 pages per visit and robot visits are running at a similar rate to last year.

Summaries are attached for 2020 and the beginning of 2021. Vastly more extensive statistics are available as data is captured on all aspects of the site.

Glynne MacLean

29 Ma Z

Tuesday, 9 March 2021

### Eketāhuna Our Town Website Report

09 Mar 2021 - 01:12 Last Update: Update now

- Year - V 2020 V OK Reported period:



	S				
Reported period First visit Last visit	Year 2020 01 Feb 2020 - 04:41 31 Dec 2020 - 22:42				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 2,494 Exact value not available in 'Year' view	<b>6,677</b> (2.67 visits/visitor)	<b>23,843</b> (3.57 Pages/Visit)	<b>87,291</b> (13.07 Hits/Visit)	<b>6.01 GB</b> (943.73 KB/Visit)
Not viewed traffic *			31,478	41,649	304.08 MB

<sup>\*</sup> Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

# Monthly history

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	163	481	2,187	6,813	310.28 MB
Feb 2020	153	420	2,139	7,786	445.89 MB
Mar 2020	205	506	802	1,897	82.87 MB
Apr 2020	129	437	1,090	5,468	278.75 MB
May 2020	174	496	2,791	8,486	270.34 MB
Jun 2020	189	533	2,669	8,340	537.93 MB
Jul 2020	208	579	1,512	5,287	372.21 MB
Aug 2020	162	517	1,436	7,153	793.79 MB
Sep 2020	134	461	1,606	5,840	547.38 MB
Oct 2020	128	464	2,192	8,888	716.70 MB
Nov 2020	142	465	1,568	6,472	655.41 MB
Dec 2020	707	1,318	3,851	14,861	1.12 GB
Total	2,494	6,677	23,843	87,291	6.01 GB

	Operating Systems (Top 10) - Full list/Versions - Unknown				
	Operating Systems	Pages	Percent	Hits	Percent
1	Windows	13,433	56.3 %	54,179	61.2 %
?	Unknown	6,887	28.8 %	10,110	11.4 %
Δ	Linux	2,408	10 %	9,804	11 %
i0S	iOS	816	3.4 %	11,701	13.2 %
4	Macintosh	270	1.1 %	2,296	2.5 %
U	Unknown Unix system	23	0 %	378	0.4 %
	BSD	6	0 %	6	0 %

	Browsers (Top 10) - Full list/Versions - Unknown					
	Browsers	Grabber	Pages	Percent	Hits	Percent
3	Firefox	No	12,917	54.1 %	45,045	50.9 %
?	Unknown	?	5,769	24.1 %	7,118	8 %
<b>©</b>	Google Chrome	No	2,629	11 %	18,043	20.3 %
<b>P</b>	Mozilla	No	1,110	4.6 %	3,122	3.5 %
<u> </u>	Safari	No	882	3.6 %	12,100	13.6 %
ø	MS Internet Explorer	No	215	0.9 %	881	0.9 %
Ð	Opera	No	124	0.5 %	125	0.1 %
е	Edge	No	107	0.4 %	1,326	1.4 %
Ν	Netscape	No	37	0.1 %	84	0 %
1	IPhone (PDA/Phone browser)	No	31	0.1 %	608	0.6 %
	Others		22	0 %	22	0 %

## Eketāhuna Our Town Website Report

