

Ponsonby

business association

**Annual General Meeting
Minutes of Meeting
Tuesday 18th October 2022
Sapphire Room. Ponsonby Central. 136 Ponsonby Road**

Present

Bruce Copeland
Chris Cherry
April Taylor
Nick Nielson
Sarah Wickenden
Shaughan Woodcock
Justin Keen
Brad Plamus
Cindy Moran
Rene Beijer
Nick Katsoulis
Martin Leach
Julie Pyun
Rev Prince Devanandan
Cam Perkins
Viv Rosenberg
Glenda Fryer

Sandfield.
Workshop.
Documents Unlimited.
Polished Diamonds.
Ponsonby Central.
PBA.
BetterCo.
Knowear
Go-Go Daddy
Café 39
St Pierre's Sushi
Ponsonby News
Workshop
All Saints Church
Urban Pirates
PBA

Apologies

Richard Naish
Peter Barrett
Renai Hagstrom
Clive Weston
Elias Hanlon
Basil Orr
Felicity O Driscoll
Jeremy Hunt
David Sheard

RTA Studios
Mai Day Spa
Silver Cross
Be Nutrition
Ponsonby Pool Hall
100 Ponsonby Road
Cook the Books
Fisheye
Workshop

1. Welcome

The AGM started at 6.34pm.

2. Apologies

The apologies were noted as listed above.

Bruce Copeland noted that the meeting could proceed as there was a quorum and proposed the motion.

The motion was moved by CM.

The motion to proceed was carried unopposed.

3. Minutes of last meeting held on 28th October 2021

There were no matters arising from the Minutes and a motion to pass as true & correct was proposed.

Bruce Copeland moved the motion.

CM seconded it.

The motion to pass the Minutes was carried unopposed.

4. Chairperson's Report

Bruce Copeland delivered the Chairperson's report for 2020/2021

CM moved that the Chairperson's report be passed.

It was seconded by SW and the motion was carried unanimously.

5. 'Future Ponsonby' – presented by Cam Perkins.

Bruce Copeland thanked Cam for his presentation and moved that it be accepted.

It was seconded by NN, and the motion was carried.

The meeting noted CC's request that the Board requires a mandate from the members prior to implementing any changes.

6. Financial Report July 2020 to June 2021

Justin Keen from BetterCo Accounting presented his report.

Bruce Copeland moved that the Financial Report be received and accepted.

It was seconded by CM and the motion was carried unopposed.

7. Appointment of Auditor

Bruce Copeland moved the motion to re-appoint Michael Stowers as auditor for the 2022/2023 year.

It was seconded by CM and the motion carried unopposed.

8. Approval of PBA 2023/24 Proposed Budget

Resolution: That the PBA receive and approve the 2023/2024 budget which includes a BID targeted rate grant amount of \$759,490 noting there will be a 10% increase of \$69 044 to the BID targeted rate grant from 2022/2023 financial year.

Further ask the Waitemata Local Board recommend to the governing body the amount of \$759 490 be included in the Auckland Council draft 2023/2024 annual budget consultation process.

Bruce Copeland moved the motion to approve this resolution.
It was seconded by NN and the motion carried unopposed.

9. Election of Ponsonby Business Association Board 2022 -2023

Bruce Copeland proposed a motion to hand the chair to Glenda Fryer.

Glenda Fryer moved to accept the nominations from Bruce Copeland, Richard Naish, Felicity O'Driscoll, Nick Nielson, Sarah Wickenden, Gigi van Kuijk, David Sheard, April Taylor, Brad Plamus and Diva Giles to the Ponsonby Business Association Board in one group block and deemed their election to the Board under rule 15.2.

10. General Business

PBA AGM 2022/3 is set for October 17th, 2023, at Sapphire Room Ponsonby Central, 136 Ponsonby Road.

Meeting closed at 7.33pm.

Annual Report

Ponsonby Business Association Incorporated
For the year ended 30 June 2022

Prepared by BetterCo

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Directory

Ponsonby Business Association Incorporated For the year ended 30 June 2022

Nature of Business

Promotion of Ponsonby Road

Registered Office

Shop 3, 181 Ponsonby Road

Ponsonby

Auckland 1011

IRD Number

078-196-556

Committee Members

Bruce Copeland – Chair

Cindy Moran – Treasurer

Felicity O Driscoll

Erin Santoro

Diane Hemara

Gigi Van Kuijk

Sarah Wickenden

David Sheard

Diva Giles

Nick Nielson

Nikki Ahern

Bankers

Westpac Banking Corporation

Auditors

Stowers Audit Chartered Accountants

9A Maskell Street

St Heliers

Auckland 1740

Chartered Accountant

The Better Co Limited (BetterCo)
PO Box 74159
Greenlane
Auckland 1546

Statement of Profit or Loss

Ponsonby Business Association Incorporated For the year ended 30 June 2022

	NOTES	2022	2021
Income			
Auckland Council Grant		627,679	576,018
Membership		600	1,800
Sponsorship GST		10,000	-
Total Income		638,279	577,818
Gross Profit			
		638,279	577,818
Gross Profit %			
		100	100
Operating Expenses			
A.C.C Levy		346	311
Accounting		4,866	4,405
Advertising/Production - Brand		13,250	16,317
Advertising - Social Media		11,134	8,651
Audit Fees		4,022	4,093
Bank Fees		6	(1)
Christmas Lighting expenses		6,107	-
Computer Expenses		3,504	4,405
Compliance Consultant Expenses		3,225	-
Contractors		13,254	12,660
Covid Response – Omicron		8,200	-
Electricity		1,228	1,800
Employer Kiwisaver Cont ESCT		1,423	1,333
Events - Heritage, Art Week, Market days		32,015	54,755
Event - Street Festival		-	77,489
Event - Eat Drink Love Ponsonby		96,623	57,680
Event - Christmas		120,589	41,866
Event – COVID 2021		47,975	-
Event - Mystery Dine		1,465	-
Event - Light Up Ponsonby 2022 expenses		31,500	-
Covid-19, security		-	788
Ponsonby Brand Photography		-	6,600
Innovating Street Trial		-	2,795
Insurance		1,288	1,065
Holiday Pay accrual movement for the year		8,547	-
KiwiSaver Employer Contributions		2,724	2,492
Light Up Ponsonby - Event		4,000	71,160
Marketing PBA - Brand		11,772	34,679
NZFW Show		5,800	-
Parking Strategy 2022		12,545	-
PBA Marketing – Social Content		10,694	-
PBA Security		1,523	-

These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

	NOTES	2022	2021
Petty Cash Expenses		2,752	3,354
Printing - PBA Compliance		1,075	891
Printing & Stationery		1,734	-
Rent		23,784	25,442
Security Training		1,808	-
Storage		978	-
Telephone & Internet		1,274	1,482
Travel Allowance		5,000	5,000
Urban Wine Walk		-	2,500
Wages & Salaries		139,612	132,442
Website Development and Maintenance		940	1,496
Total Operating Expenses		638,582	577,950
Operating Profit		(303)	(132)
Non-Operating Income			
Dividends		303	280
Interest Income		82	55
Total Non-Operating Income		385	335
Net Profit (Loss) Before Taxation		82	203
Net Profit (Loss) for the Year		82	203

These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Statement of Changes in Equity

Ponsonby Business Association Incorporated For the year ended 30 June 2022

	2022	2021
Equity		
Opening Balance	10,315	10,113
Increases		
Profit for the Period	82	203
Total Increases	82	203
Total Equity	10,397	10,315

These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Balance Sheet

Ponsonby Business Association Incorporated As at 30 June 2022

	NOTES	30 JUN 2022	30 JUN 2021
Assets			
Current Assets			
Cash and Cash Equivalents	5	183,133	162,616
GST Receivable		32,293	27,511
Total Current Assets		215,426	190,127
Total Assets		215,426	190,127
Liabilities			
Current Liabilities			
Trade and Other Payables			
Accounts Payable		11,679	14,674
Accrued Expenses		4,000	-
Holiday Pay Accrual		16,738	8,192
Total Trade and Other Payables		32,417	22,866
Income Tax Payable		-	26
Income received in advance		172,612	156,920
Rounding		-	-
Total Current Liabilities		205,029	179,812
Total Liabilities		205,029	179,812
Net Assets		10,397	10,315
Equity			
Retained Earnings		10,397	10,315
Total Equity		10,397	10,315

Signed by



Bruce Copeland - Chair



Cindy Moran - Treasurer

Date -

These financial statements have been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Notes to the Financial Statements

Ponsonby Business Association Incorporated For the year ended 30 June 2022

1. Reporting Entity

The financial statements presented here are for the entity Ponsonby Business Association Incorporated, a registered society under the Incorporated Societies Act 1908 on 16 October 2000.

The society is involved in the business of Ponsonby Road promotion.

2. Statement of Accounting Policies

Basis of Preparation

The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position on an historical cost basis have been used, with the exception of certain items for which specific accounting policies have been identified.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

Income Tax

The society is non for profit registered under the Incorporated Societies Act, and is exempt from income tax having fully complied with all statutory conditions for this exemption.

3. Fixed Assets and Depreciation

All fixed assets are recorded at cost less accumulated depreciation.

Depreciation of the assets has been calculated at the maximum rates permitted by the Income Tax Act 2007. The entity has the following asset classes:

Computer Equipment. 40 - 50% Diminishing Value

Furniture & Fittings. 19.2 - 80.4% Diminishing Value

4. Goods and Services Tax

All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

	2022	2021
5. Cash and Cash Equivalents		
Cash and Cash Equivalents		
Cheque Account	182,491	162,462
Online Bonus Saver Account	126	120

Online Saver Account	516	34
Total Cash and Cash Equivalents	183,133	162,616
Total Cash and Cash Equivalents	183,133	162,616
	2022	2021

6. Trade and Other Receivables

	2022	2021
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7. Property, Plant and Equipment

Furniture and Fittings

Furniture and fittings owned	2,366	2,366
Accumulated depreciation - furniture and fittings owned	(2,366)	(2,366)
Total Furniture and Fittings	-	-

Other Fixed Assets

Owned fixed assets	5,662	5,662
Accumulated depreciation - fixed assets owned	(5,662)	(5,662)
Total Other Fixed Assets	-	-

Total Property, Plant and Equipment

	2022	2021
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8. Trade and Other Payables

Trade and Other Payables

Accounts Payable	11,679	14,674
Accrued Expenses	4,000	-
Holiday Pay Accrual	16,738	8,192
Total Trade and Other Payables	32,417	22,866

Total Trade and Other Payables

	32,417	22,866
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INDEPENDENT AUDITOR'S REPORT

To the members of Ponsonby Business Association Incorporated

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Ponsonby Business Association Incorporated which comprise the statement of financial position as at 30 June 2022, and the statement of financial performance and statement of movements in equity for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material aspects, the financial position of Ponsonby Business Association Incorporated as at 30 June 2022, and its financial performance for the year then ended in accordance with generally accepted accounting practice in New Zealand (GAAP).

Basis for Opinion

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in Ponsonby Business Association Incorporated.

Committee Responsibility for the Financial Statements

The committee are responsible on behalf of the entity for the preparation and fair presentation of financial statements in accordance with GAAP and for such internal control as the committee determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements the committee are responsible, on behalf of the entity, for assessing Ponsonby Business Association Incorporated ability to continue as a going concern disclosing as applicable, matters relating to going concern and using going concern basis of accounting unless the committee either intends to liquidate Ponsonby Business Association Incorporated or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with GAAP will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A detailed description of the auditor's responsibilities including those related to assessment of risk of material misstatement, evaluation of appropriateness of going concern assumptions and determining key audit matters are available on the external reporting board website:
https://xrb.govt.nz/Site/Auditing_Assurance_Standards/Current_Standards/Auditing_Standards/default.aspx.

Who we report to

This report is made solely to the members as an incorporated society. Our audit work has been undertaken so that we might state to the Ponsonby Business Association Incorporated members those matters we are required to state to them in the auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Ponsonby Business Association Incorporated members as an incorporated society, for our audit work, this report or any of the opinions we have formed.



Michael Stowers CPA
STOWERS AUDIT
ST.HELIER
AUCKLAND

21 September 2022

Ponsonby Business Association

Chairs Report October 2022

It's been a challenging year for Ponsonby businesses and residents. Many businesses are still recovering from, and coping with, the effects of the Pandemic. Common themes are staff shortages, extended leave for sick team members, patchy turnover and stress from crime & antisocial behaviour.

Approach over the last 12 Months

I think everyone has felt that they've just had to hang in there and respond the best they can, when they can. The PBA's main activities are Marketing, Promotions and Events which have been very difficult to plan and execute.

The PBA approach was to remain confident and positive. To share constructive information and to work with individual members to try and resolve questions.

The PBA collaborated with the other inner city BID's to lobby Council and Central Government on lockdown levels, mandates, responses and crime.

Promotional Plans were rescheduled and optimised to leverage the maximum benefit. The disruptions did result in an underspend of planned Promotional Budgets. Following consultation, the budget was redirected into a 6 month security trial.

Viv will cover Marketing & Events and Social Media after this Report.

A Changing Strip

Despite everything, Ponsonby is in reasonable heart with 25 new Openings:

- 11 in hospo
- 8 in retail fashion
- 6 miscellaneous including a florist, a baby equipment store (prams, strollers, cots etc) and an 'adult' toy shop

Satisfyingly two of these businesses – Kol and Object Room are by people who have come back to our hood. And two - Nudie and Carla Zampetti have chosen Ponsonby to open their first NZ flagship stores.

Sadly there were 18 closures and at the time of this snapshot, 7 retail spaces for lease. I understand commercial leasing demand is strong.

Developers are active and their investment in Ponsonby shows confidence in our area and its future. It provides renewal and fresh interest. Samson Corporation has a new building

nearing completion in Pollen Street and work is underway on the corner of Crummer and Ponsonby. Mansons are redeveloping the old White Cross Building opposite Franklin Road. And on the north side of Ponsonby Road, a new development at 223 and at 225 the old Samoan Church is undergoing rejuvenation.

We are looking forward to new developments between Cowan and Pompallier and Redmond and Jervois - the old Police Station.

MarketView/Verisk Spend Data July 2021 – June 2022

Although avoiding the worst of the impacts affecting the central City, spending in Ponsonby fell 18% in the year, from \$277m to \$227m. As expected the worst months were the August to November Lockdown period and our Hospitality businesses were the worst impacted with a 23.6% drop across Auckland.

Unfortunately all inner-city districts showed similar decreases, with some such as Takapuna, suffering even more.

Events

Over the last few years we have worked hard to create two unique Ponsonby events annually and you will have seen the promotional material for these events in the showreel as you sat down.

These are designed to be uniquely 'Ponsonby' and therefore build our Brand, they also needed to have a direct positive impact on our member's bottom lines.

It was always going to be a difficult task given our limited budget and resources to organise big events that compete successfully with everything else happening in our city. So to see both events succeeding and growing is heartening.

Thank you to the members who get involved in both, or either event. They literally could not happen without your involvement

Finance

The BID Grant in the 2022 Financial Year was \$627,679. The PBA is obligated to spend all the Grant each Financial Year. With COVID interrupting planned promotions and events the Board worked with the General Manager to reprioritise spend to maximise support for our businesses post lockdowns and restrictions.

Overheads account for just 30% of budget with 70% generally allocated to marketing, promotions and events to amplify interest and excitement in Ponsonby. It's typical for other comparable BIDs to use 70% on overheads and 30% on activities.

With the interruptions to promotional activities and increasing unease about security during the year the Board approved reprioritising 10% of the budget to Security.

Looking forward to the 2023 year with a rise in the BID Grant, overheads are projected to fall to 27% with the remainder available to initiatives that the next Board prioritises to benefit Ponsonby businesses - marketing, events and promotions and also Security and future street initiatives.

Crime Prevention and Security Trial

In response to members' concerns, options for introducing some type of security for the BID area were explored. After significant debate, a 6 month trial was designed with the same Security Company utilised by the Karangahape Business Association. The service is a dedicated mobile patrol operating between 1am and 8am with the goal of deterrence over that period. It's difficult to measure what crime didn't occur over that time which was successfully deterred. The new Board will have the job of evaluating the trial and deciding on future security initiatives.

Regulatory and Legal

Managing changing Council BID Rules and Policies is a demanding necessity for BID's. Over the last year much time was spent consulting and negotiating on a new BID Policy which was finally resolved positively. Updates to our Constitution will be required and a Special General Meeting will need to be held in the first half of 2023.

Our Constitution will also need updating by March 2026 to comply with the new Incorporated Societies Act which takes effect in 2023.

Consultations and Submissions

The PBA is regularly required to give feedback and make submissions on Auckland Council and Auckland Transport matters. The recent Parking Strategy once again demonstrated that on-street Parking is an emotive issue with Ponsonby Businesses. Ponsonby Road is in the front line for change after 2025 to better accommodate high quality public and active transport. To move a growing population more efficiently and to reduce emissions from transport by 64% by 2030.

Whilst we understand moving people through Ponsonby is important, our focus is a terrific experience for our customers in Ponsonby. We need to be proactive to ensure that the interests of our businesses and customers are properly considered along with those that see Ponsonby only as an arterial to pass through as quickly as possible.

It is the current Boards recommendation that the PBA introduce a new workstream to proactively engage with Council and AT on the future of Ponsonby Road. To introduce onto our Board, members with experience in urban matters and to engage suitable consultants to advise.

Next Year

The PBA's 4 year plan runs out next year and much has changed since the creation of the current plan. New unitary plans, COVID impacts and changes, Social Media, our customer

preferences and Council and AT priorities all affect our strip. It's my recommendation that the next Board front foots these changes and starts work on a new strategy immediately.

It's vital to continue minimising overheads and maximising value. I think it's valuable to engage with our members and examine and confirm where our businesses see value. Dig into where this can take us in the following 4 years.

As mentioned the new Board will evaluate the effectiveness of the Security Spend and the Board has agreed to allocate a small budget to a "Future Street" initiative which Cam will talk to shortly.

COVID has brought out the resilience and creativity of Ponsonby Businesses. And although a difficult time for our community they have shown up and supported us and shown that they value Ponsonby Road and its businesses as a vital part of the Ponsonby lifestyle they cherish.

Bruce Copeland
Chair
10 October 2022

17 October 2022

Ponsonby Business Association
C/-Viv Rosenberg
PO Box 47 471
Ponsonby
Auckland 1011

Dear Viv,

Ponsonby Business Association 30 June 2022

Please find attached the financial statements that have been presented to Michael Stowers for his audit which have been signed off.

Some comments that I would make in reviewing these statements:

1. Auckland City Council grants collected during the year amounted to \$627,679 this year (2021: \$576,018).
2. Using the Xero accounting software has proven to provide efficiencies with processing transactions, GST returns and payroll. We have also used the same data to prepare year end financial statements for the auditors. The system also provides transparency for all transactions processed, and provides a platform to collect invoices and backing documentation. The internal bookkeeping team (Rachel & Viv) have continued to upload all invoices and backing documentation into Xero. This has assisted with document storage and transparency of expenses for the Auditor.
3. For the June 2022 year the association produced a net surplus of \$82, compared with a surplus of \$203 for the previous year. This is based on an accrual/invoice basis not cash.
4. The budget should be incorporated into Xero as a reporting tool. That way the full year can be compared directly with the budget and ongoing reporting can be prepared if required.
5. General analysis – for feedback from Viv as required
 - a. Sponsorship income – Love Ponsonby Christmas decorations \$10k +gst
 - b. Sponsorship events – The Association partnered with the following in the past year – Eat Drink Love Ponsonby, Light Up Ponsonby, Ponsonby Xmas Event, Heritage/Art Week/Market Days
 - c. Covid expenses
 - d. Petty cash – systems are in place
 - e. Parking Strategy 2022 expense - \$12,545

If you have any questions please do not hesitate to contact me.

Kind regards,



Justin Keen

Director – BetterCo



Cindy Moran

Ponsonby

business association

2023–2024 BUDGET

Gross Income

\$759 490

Auckland Council Grant	690 446
Proposed increase of 10%	69 044

Operating Expenses incl GST

ANNUAL/COMPLIANCE	\$ 24 000	3%
ACC Levy	400	
Accounting	5 000	
Audit fees	4 600	
Computer expenses	6 000	
MarketView Data	6 000	
Insurance	2 000	
MONTHLY	\$ 184 000	24%
Power	1 800	
Rent	28 000	
Salaries (VR, SDW, Rachel)	150 000	
Telephone & internet	1 800	
Kiwisaver	2 500	
PROMOTIONAL/BRAND	\$ 400 000	53%
Market Days x 3	60 000	
PBA events	210 000	
Mediaspend	60 000	
Social Media BAU	10 000	
Printing	5 000	
Design Agency	40 000	
PR	15 000	
FUTURE PONSONBY	\$ 50 000	7%
❖ SECURITY	\$ 70 000	9%
CONTINGENCY	\$ 31 000	4%
❖ BID GRANT INCREASE TO BE ALLOCATED TO SECURITY		

Notes: The 2022/3 Board will review these allocations to ensure key expenditure items i.e., Promotional events, Security & 'Future Ponsonby' workstream are prioritised.