

	<p>Teleconference 12 August 2010</p>
	<p>Meeting openend 7.00pm</p>
<p>Attendees</p>	<p>Andrew Taylor, John Arthur, Graham Keen, Ian Juno, Chris Moore, Roger Armstrong, Lesley Wilson, David Walshaw</p>
<p>Apologies</p>	<p>Ross Legh, Steve Clark</p>
<p>Minutes of the previous meeting</p>	<p>Financial report not recorded as formally passed by resolutions. Agreement that it was. Lesley to check. Andrew moved that minutes are a true and accurate record All in favour</p>
<p>Matter arising</p>	<ol style="list-style-type: none"> 1. Lesley hasn't had a chance to look at the Agmardt money. Has been hanging around for quite some time and needs to be done. 2. P 38h: Ian noted that his constituents not keen on getting processing plants FSA certified. Noted that they were already certified by the council and believe this is enough.
<p>Financial Report</p>	<p>Graham tabled his report. (Attached)</p> <ol style="list-style-type: none"> 3. Graham spoke about SFF. Noted that last year paid \$21276 to Plant and Food, authorised as part of SFF and claimed off SFF. Has since found that it was a charge for certification panels. Correct monies in the account just coded to the wrong account. Graham to circulate a summary detailing issues around this and SFF funds. 4. Capitation was signed off not to be paid for last year. Capitation normally paid at the end of January (6 months into the financial year). Need to go back at some stage and relook at capitation for this financial year. Will include in the new budget and look at the implications. 5. Membership: at then end of August if members haven't paid they do not get access to magazines and websites. There

	<p>is however a period of 6 months with which to renew.</p> <p>6. Exec noted that maybe 6 months to renew is too long. Statement to note that payment to be by the end of august otherwise privileges lost.</p> <p>7. 6 monthly memberships are already in place.</p> <p>Graham moved that the financial report is a true and accurate record.</p> <p>Chris seconded</p> <p>All in favour</p>
Executive Officers report	<p>8. Lesley spoke her bullet points. The main issues being...</p> <ul style="list-style-type: none"> a. Olive Mark ordering. Last year we ordered 60K then 20K. Given the OK to order another 80K b. Noted that there is a lot errors from members in the certification process. Cheques are going to the wrong place, or written out for the wrong amount paper work incorrect, and it is the errors that are taking the time. c. Computer working well now, productivity doubled d. Lesley to look at Xero authorization for Graham
Membership	<p>9. 136 paid up to date. Had sent out 300+ once the databases were combined.</p> <ul style="list-style-type: none"> a. Had a few back saying the no longer wish to be involved b. Statement to go out next week c. Had 250+ members noted last year. d. 3 new members in the past couple of weeks so things still ticking over. e. Hoping to get 200 members. f. Lesley to send a list of non-renewals to their regional chairs g. Lesley to send a membership list to the regional chairs.
Conference and AGM	<p>10. Accommodation. www.hawkesbaynz.co.nz; whole list of accommodation. Anything in Napier is generally in walking</p>

	<p>distance of the War Memorial Centre. Lesley has sent this link to Steve.</p> <ol style="list-style-type: none"> 11. Noted that it's only a regional chairs meeting on the first day. Executive not included. 12. Discussion around an executive meeting on Sunday. Noted that any new executive members may not be able to attend and possibly that not a lot will be achieved. All agreed not to have Executive meeting. 13. After dinner speaker Ian Thomas 14. Lesley asked that we change regional branding speaker to social media marketing. Jayson Bryant from www.winevaulttv.com uses this medium for 15% of his sales. Good for Saturday workshop. 15. Dinner for entertainment and celebration.
Health and Safety	<ol style="list-style-type: none"> 16. John: Not too much to add at the moment 17. Lesley has 7 Food Safety Discs left. 18. Graham noted Lesley to make sure that they are the updated ones. 2008 are the updated ones. 19. Ian: 19th of September will be running a workshop on the Template/ Health and Safety/ etc
Sponsorship	<ol style="list-style-type: none"> 20. Not a lot to report as Lesley has been busy. 21. Had some positive responses for Gold. Going to take a few months to get everything bedded down. 22. Keen to see where we are in 12 months time. 23. Andrew to talk to Branca re Perolisci 24. Pascal main contact for OMT 25. Endeavour Glass. This week.
Certification	<ol style="list-style-type: none"> 26. John noted that he has a conflict of interest on the following matter <ol style="list-style-type: none"> a. John has been asked, and agreed, to develop another brand. The ONZ Olive Mark is wanted on it. b. Want to put the brand INTO the new label c. Wants a royalty agreement between Matapiro and Olives New Zealand when they use the Olive Mark on the

label

- d. Cost is 2c a unit to print. Suggests that the difference between the actual cost (2c) and the charged out cost (5c) bet the royalty charge.

27. Andrew noted that it is a real positive that the new customer wants the brand

28. Lesley noted other growers have mentioned the royalty possibility and are keen.

29. Committee agreed to 3c royalty. Grower to get pdf of Olive Mark.

30. Committee agreed to the idea in principal. John to be a test case to see how the system will work.

31. Proposed system

- a. Grower approached EO and will be sent pdf and sign application form
- b. Lesley to ask for a copy of the invoice of the Grove labels , and the labels, to know how many to invoice for
- c. Lesley to send grove a invoice for 3c per label
- d. Committee noted that there are issues around Olive Mark being put on labels without paying. Also noted that there is already a possibility for this under the present system
- e. Process needs to be based on trust. Will investigate auditing process around volume vs number of labels.
- f. Noted there was risk for grower too re over-ordering of labels therefore paying for too many Olive Marks.
- g. Everyone agrees in principal.
- h. John to put document together on how it will work going forward.
- i. Lots of issues to think about.
- j. Need a Olive Mark print specifications. There is to be no adjustment of logo size, colour etc.

32. Pre-printed Olive Mark Royalty.

Important points: Oil volume needs to be able to be potentially audited by Olives New Zealand, that stickers apply to right oils and that the Olive Mark in its design is not changed on pre-printed labels, and that we have a copy of the label on file.

Moved Graham

	<p>Seconded: Ian</p> <p>All in favour.</p> <p>33. Lesley noted again that the certification process is good but the communication needs to be simplified for better understanding. This to be done for next year.</p> <p>34. One grower wants to be certified but not obligated to put the Olive Mark on. Chris noted that you don't have to put the Olive Mark on all the time, it's only if you win a medal that there is an obligation to do so.</p>
Website	<p>35. Had some feedback on the design. One likes it, one says it's too 'flowery'</p> <p>36. David went to an advertising person and got the following feedback</p> <ul style="list-style-type: none"> a. Great, fresh, neat and simple, easy to understand. Better than old one, light and passive but represents the breadth of the industry. b. Lesley noted she found it far too flowery, design too distracting, want people to be able to go straight to the words and find what they need.
General Business	<p>37. Review of constitution: Andrew has had two calls with Rod. Will be done by end of August.</p> <p>38. Executive noted that judges for the Awards are difficult to come by. Queries as to whether Ross needed help with the whole thing given how busy he is. Ross was asked previously and said that communications are underway.</p> <p>39. Margaret is the only person who is qualified to be the scrutineer.</p> <p>40. Medal Orders: Lesley wants to know how many to order so that they are available on the night. 500 in a packet.</p> <p>41. One packet per winner. Number of winners unknown.</p> <p>42. Lead-time from printer is approx. 2 weeks.</p> <ul style="list-style-type: none"> a. 10,000 gold b. 10,000 Silver c. 3,000 bronze <p>43. Limit the winners to one box each on the night of the awards.</p>

44. Bigger growers to look at what they are prepared to pre-pay before the awards. E.g. Matapiro or Lesley to have the printers ready to go quickly after the awards.
45. Letter from Ian Manson:
- a. Roger noted that the article in question was in the Nelson paper, part of a larger article, and was a response to general questioning. The use of 'damaging row over national levy referendum' is their words not mine. My approach was to give a positive outlook. Can see how the article may have offended with references to previous executive but that was never the intent.
 - b. Graham noted that Ian was concerned about the inference that the previous executive had tried to push the levy through without informing the growers properly.
 - c. Lesley to write to Ian noting that no offense was intended. Note that the executive has discussed the article and his views. Exec don't believe that Roger has done anything wrong, he spoke on behalf of his local region and had the best intentions.
46. Graham Invoice from Yellow pages. Exec agree not to pay this or put ONZ into yellow pages.
47. Andrew had phone call from Alan Woolfe and Cecilia. Plant and Food have opened up this years trial to a range of properties. The work required has used up every last cent of money and are concerned that they are not going to be able to get the result collated without some financial assistance. P&F noted \$15K may be needed however a token would be gratefully received. Opening up the parameters was not in the initial proposal.
- a. Andrew wanted to bring to execs attention that P&F are working hard on our behalf and get some results that will be useful but that they were financially stretched.
 - b. Graham was hoping that we could ask them for help!
 - c. Andrew noted that P&F put more work into Olives than what we pay.
 - d. EO noted we need to assess our financial position before committing
 - e. Graham noted the whole project has been worth \$300K to them since 2007. Of which we contribute \$70K.
 - f. Exec noted that this is a budgeting thing on P&F behalf
 - g. Exec noted that we are taking the matter under consideration.
48. EO attending Savantes course. Executive agreed. Andrew hopes that the cost will be less than the full price. Course covers tasting, defects price points etc.

	<p>Next Meeting. September 9th. 7pm</p>
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Meeting closed at 9:05pm

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