

**MINUTES FOR MEETING OF
THE BOARD OF SEAVIEW MARINA LIMITED
AUGUST 2011**

Held on Thursday 24 August 2011 at 11:30am, at Seaview Marina

- | | | |
|----------------------|--|------|
| 1. PRESENT | Bryan Jackson (Chairperson) | (BJ) |
| | Arthur Stewart (Director) | (AS) |
| | Chris Milne (Director) | (CM) |
| | Ross Jamieson (Director) | (RJ) |
| IN ATTENDANCE | Alan McLellan (Marina Manager) | (AM) |
| | David Woltman (Chief Financial Officer
HCC) | (DW) |
| | Suzanne Willis (Marina Administrator) | (SW) |
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| 2. APOLOGIES | None | |

A brief discussion was held on the positive and negative factors currently influencing the marina and business in general.

Action

(AM) to review marina signage to see if improvements can be made.

Action

(AM) to consider customer incentives to attract new business to the marina.

- 3. BOARD MEMBER REGISTER OF INTEREST**
No changes.

- 4. MINUTES**

Resolved

That the minutes of the Board meeting of 29 July 2011 represented a true and accurate record of the meeting subject to the finish time of the meeting being amended to 1:35pm..

Moved: Arthur Stewart /Seconded: Chris Milne

- 5. ACTIONS FROM PREVIOUS MEETINGS**

Action

(DW) to provide actual ROI figure for the Sea Centre.

Action

(AM) to contact the organizer of the 3-4 September Wellington Boat Show to discuss the possibility of shifting the venue to Seaview Marina in future.

Café

Tabled: Report prepared by AM outlining costs of running a café.

Action

(AM) to develop two proposals for a café at the marina including risk analysis and potential benefits. Consider:

- *Whether it is better to proceed independently.*
- *The potential for LBYC to be offered a percentage of turn-over.*
- *The possibility of sub-leasing part of LBYC premises.*

Action

(AM) to contact Sandi Lockyer (ex cafe at Mitre 10 Mega) for advice on the costs involved in running a café.

Dust Nuisance from Seaview Logging Facility

HCC has replied to the letter of complaint from SML regarding the dust nuisance from the Seaview logging facility. HCC is aware of the problem. The logging company is taking several measures to control dust.

Action

(AM/SW) to monitor dust levels and also place an article in the next newsletter noting that SML has expressed concern to HCC.

6. MANAGEMENT REPORT

Debtors

Action

(AM/SW) to modify the debtor reports to provide a comparison between the current month and the same period in the previous year.

Marinas 2011 Melbourne Conference

A report on the Marinas 2011 Conference prepared by Suzanne Willis was tabled.

Attracting Events to Seaview Marina Limited

Action

(AM) to contact events staff at HCC to discuss potential for the use of the Marina site as a venue for special events (Kim Kelly).

Action

(AM) to include a section in future Management Reports on ideas for development of Seaview Marina Limited as a 'destination'.

Direct Debits

The MMS system is capable of managing direct debits.

Action

(AM) look into what Kapiti Coast District Council has done to provide an incentive for customers to switch to direct debit for rates payments.

Action

(AM) to investigate the feasibility of providing a 5% discount to customers who pay their accounts by direct debit.

Action

(AM) to look into changing marina licenses to reflect a new policy that all new customers must pay their accounts by direct debit

Berth Occupancy

Tabled: A report on the impact on income of falling berth occupancy figures, prepared by Alan McLellan.

Action

(AM) to pay attention to expenditure in the light of the drop in berth occupancy.

Action

(AM) Investigate the potential for recovering other costs such as power, water plus review existing charges i.e. laundry, ablution ramp.

Other Revenue Streams

Action

(AM) to look into the viability of leasing car parks to surrounding businesses and prepare a proposal for the next meeting.

Action

(AM) to check the number of parks allocated to LBYC.

Action

(AM) to look into the possibility of charging for the use of the dump station.

Action

(AM) to undertake an exercise on the use of power meters on piers.

The Manager noted he has commissioned Total Marine Services to prepare a scheme for future development of the in water structures taking into consideration factors such as vessel requirements, commercial users etc.

Marketing

Synthesis Marketing staff are preparing a customer satisfaction questionnaire to be sent out to all customers.

The Marina Administrator is updating all customer contact email and mobile information to enable more contact to be made via the database and has completed all piers.

Advertisements have been placed in the Kapi Mana News and Northern Courier targeting Mana Cruising Club trailer boat tenants who are being required to move vacate the marina site. One contact received to date.

Action

(AM) When final costings have been worked out with Synthesis adjust budget figure for marketing accordingly.

SML Website

Tabled: A report 'Search Engine Optimisation issues' prepared by Jono Udy

7. DELIVERY SCHEDULE FOR MONTHLY ACCOUNTS

In future DW and AM will meet 10 days prior to each Board meeting to review financials for the prior month.

8. FINANCIAL REPORTS

The financial reports for the month of July 2011 were not available for the meeting.

The following reports were included in the agenda in response to last months meeting actions:

Sea Centre Projected depreciation 2011-2012

Summary of Additions List for the year

Projected Depreciation by Asset

Action

(AM) to ensure in his six monthly review of assets that items are listed under the correct category.

Action

(AM) to back out depreciation and see what affect it has on ROI.

DW tabled the June Management accounts Seaview Marina Limited Month End for Period 30/6/2011
Statement of comprehensive income for the Period Ended 30/6/2011
Cost Centre Summary Report
Revenue report
Statement of Financial Position
Statement of cash Flows for the Period Ended 30/6/2011
A discussion followed re the Year End result

Action

(DW) to provide breakdown of 'operational contracts' to explain changes in figure for operating costs.

The following reports were tabled by Alan McLellan:
Amended Budget for the period 2011-2012

Electricity

Tabled: Electricity Expenditure History prepared by Alan McLellan.

(DW) advised the Board on change in electricity expenses between 2009/10 and 2010/11

Action

(DW) to look into why there has been a significant variation in electricity charges.

Action

(AM) to read the electricity meter in the box by LBYC and send that figure to D Woltman.

Action

(AM) to contact Mercury Energy to see when the next meter reading will be taken then compare with reading taken by him.

DW left the meeting.

10. SEA CENTRE SCHEDULE OF RENTS

A report was tabled for discussion outlining the Sea Centre Schedule of Rents as at 30 June 2011.

Action

(SW) to provide a separate monthly debtor report for the Sea Centre, hardstand and boat storage business units.

Action

(AM) to check Companies Office records for details of the new companies created by the split between the business partners in Pete Lamb Fishing and Wellington Fishing Charters.

Action

(AM) to chase tenants to ensure Sea Centre rentals are paid one month in advance. If necessary give tenants time to increase payments.

11. OTHER BUSINESS

Sea Centre Rental Marketing

Action

(AM) to cancel contract with Paul Hastings Ltd for marketing Sea Centre rentals.

Meeting Between Bryan Jackson and Mayor Ray Wallace.

Bryan Jackson provided a summary of his recent meeting with Mayor Wallace.

There being no further business, the meeting closed at 2:40pm

PLEASE NOTE AMENDED DATE:

NEXT MEETING:

FRIDAY 23 SEPTEMBER

AT 11:30AM

SEAVIEW MARINA OFFICE