



**Minutes of a Meeting of the  
Board of Seaview Marina Ltd**

**Held on Thursday 19 December 2013 at 11:30am in the Seaview Marina Office**

<b>Present:</b>	Brian Walshe (Chairman)	(BW)
	Arthur Stewart (Director)	(AS)
	Ross Jamieson (Director)	(RJ)
	Chris Milne (Director)	(CM)
<b>In Attendance:</b>	Alan McLellan (Marina Manager)	(AM)
	Suzanne Willis (Marina Administrator)	(SW)

Discussion	Action Points
<b>1. Apologies</b> Sharon Page (Finance Hutt City)	
<b>2. REGISTRATIONS OF INTEREST</b> No Change.	
<b>3. CONFIRMATION OF MINUTES</b> <i>Resolved</i> <i>That the minutes of the Board meeting held on Thursday 21 November 2013 were accepted as true and correct.</i> <i>Moved: Ross Jamieson/Seconded: Arthur Stewart</i>	
<b>4. ACTIONS FROM PREVIOUS MEETINGS</b> <b>Pier Gate Houses</b> AM noted that three tenders have gone out for the construction of the pier gate houses and landscaping of the central causeway. Prices are expected back in January 2014. Once received AM will report back to the Board.  <b>Commercial Pier</b> Bellingham and Total Marine Services are still finalising design and pricing for the commercial pier and will report back in early 2014.  Tony Muollo is putting together information on facilities and services commercial customers would expect on the new pier. SML will not go ahead without a commitment from commercial customers.  <b>Marina Users Association</b> Brian Walshe, Alan McLellan and Suzanne Willis have met with John Rushton and Bob Davies of the Marina Users Association.  <b>Weather Station</b> S Willis has been in touch with Zeald regarding the appropriate staff member to contact for assistance in linking the weather station with the SML website. She has been advised to contact their customisation team.	SW to ask Mark Cousins to liaise with the Zeald customisation team to install the weather station on the SML

Discussion	Action Points
<p><b>Customer Survey</b> Theo Muller of MM Research has been asked to quote and put a proposal forward for designing the 2014 SML customer survey.</p> <p><b>Ramp Use Statistics</b> Monthly statistics on ramp usage including a breakdown of ramp pass and cash sales, to be provided for future Board Meetings.</p> <p><b>Diesel Price</b> Farmlands Fuel has agreed to match the price of diesel sold to SML with that sold by competing fuel company at Chaffers Marina.</p>	<p><b>Website.</b></p> <p>AM to provide monthly report on ramp usage.</p>
<p><b>5. MARKETING</b> SW tabled the following reports and summarised their contents:</p> <ul style="list-style-type: none"> <li>• <b>Marketing of Boat Ramp and Trailer Park storage.</b> This report outlined strategies for increasing awareness and sales of annual ramp passes and trailer boat storage. It also aimed to improve the experience our customers have when using the facilities provided for trailer boat owners.</li> <li>• <b>Boat Yard Promotion 2014</b> Aim: to run a promotion designed to increase the number of vessels lifting out and renting a cradle on the boatyard during summer 2014 by offering a series of 'One Day Deals'.</li> </ul>	
<p><b>6. CLIENT SERVICE REPORT</b> A note received from the owners of the vessel Brix thanking the SML team for the assistance received whilst they were at the marina was tabled.</p>	
<p><b>7. OSH REPORT</b> There were no Health and Safety issues or accidents during the period.</p> <p><b>Health and Safety Systems</b> The above report, summarising activities and progress in the area of the marina health and safety systems prepared by Mark Cousins dated December 11, 2013 was included with the Board papers.</p> <p><b>Fire Hoses</b> AM noted that fire hoses are be used for non-emergency purposes and in some cases the nozzles have been cut off. The Board approved purchase of equipment for locking up all fire hoses so they are fit for use in an emergency.</p>	<p>AM to come up with a solution for securing fire hoses so they are available for emergency usage only.</p>
<p><b>8. URBAN PLUS LIMITED REPORTS</b></p> <p><b>Long-Term Maintenance Report 2013</b> Included with the Board papers was the Urban Plus Report entitled – 'Long-Term Maintenance Report 2013' focusing on marina buildings only.</p> <p>The report noted that SML buildings are of varying age and materials. UPL inspections have revealed that the buildings are in good overall condition and with appropriately timed preventative maintenance will serve the business well minimising on-going maintenance cost and major maintenance frequency.</p> <p><b>Sea Centre</b> The following key points were noted:</p> <ul style="list-style-type: none"> <li>• There has been a change of management at Atomix Boats with the resignation of Richard Cains.</li> </ul>	<p><b>AM prepare a programme and costing for building maintenance.</b></p> <p>AM to check on pricing with UPL.</p>

Discussion	Action Points
<ul style="list-style-type: none"> <li>• Atomix Boats have exercised their right of renewal of their lease.</li> <li>• Exterior washing and painting is to be programmed for the Sea Centre and SML office.</li> </ul>	
<p><b>9. REVIEW OF SEAVIEW MARINA KEY FLOATING PIER COMPONENTS (PIERS A-E)</b>  This report, prepared by Mark Cousins, was included with the Board papers. Mark has undertaken a review and visual inspection of all components that are subject to corrosion, mechanical wear or other damage caused by aging or high usage.</p> <p>AM spoke to the report and the amendments noted in the action list were requested.</p> <p>The Chairman asked that the report be represented to the February Board meeting once the amendments had been actioned.</p> <p>The Board thanked Mark for his report.</p>	<p>AM TO:</p> <ol style="list-style-type: none"> <li>1. Establish a 10 year maintenance plan with costings for floating equipment.</li> <li>2. Review and rewrite berth status report by adding E category, explanations and stakes in better detail.</li> <li>3. Add comment re NO FAILURE due to present conditions.</li> <li>4. Check on pontoon life expectancy.</li> </ol>
<p><b>10. FINANCIAL REPORT</b>  The financial report for the month ended 30 November 2013 was included with the Board papers. Sharon Page was unable to attend the Board meeting to present the Financial Reports.  The key points noted were:</p> <ul style="list-style-type: none"> <li>• SML is behind budget</li> <li>• Berth rental is ahead of budget</li> <li>• Boatyard is below budget</li> <li>• Business is slow around other Wellington marina boatyards also.</li> <li>• The June 2013 insurance report is going in today and should be paid by the end of January 2014.</li> <li>• Employee costs are below budget this month.</li> <li>• Ramp income has not taken into account seasonal variations.</li> <li>• The blowout on the budget for <i>Other Specialist Services</i> is under control.</li> </ul> <p><b>June 2013 Storm</b>  Equipment purchases are 50% above budget largely due to the unbudgeted for upgrade of cradles post the June storm.</p> <p><b>Sea Centre Unit 4</b>  This unit is currently being marketed via publications and directly to likely interested parties.</p> <p><b>Sea Centre Unit 2 and 3</b>  We are awaiting a decision as to whether George Saunders will take a lease on Unit 2 or 3.</p> <p><b>Marina Users Association Maintenance Concerns</b>  Letter from CEO AM re Seaview Marina maintenance programme to the Chairman of the Marina Users Association dated 19 November 2013 was included with the Board papers.  In response to MUA concerns about electrical maintenance on the marina AM noted the following:  SML undertakes 6 monthly electrical inspections of all marina piers and trailer parks.  SML staff check all piers for trip hazards</p> <p><b>Resolved</b>  <i>That the Financial Report for the month ended 30 November 2013 be approved.</i>  <b>Moved: Brian Walshe/Seconded: Arthur Stewart</b></p>	<p>AM to talk to HCC about rephrasing the budget to correctly reflect seasonal operations, especially the boat ramp.</p>

Discussion	Action Points
<p><b>11. MANAGEMENT REPORT NOVEMBER 2013</b></p> <p><b>Executive Summary</b> AM noted that the financial results were not available at the time of preparing the Board papers.</p> <p><b>Direct Debit</b> The staff are continuing to offer direct debit to new customers and encourage existing customers to change. Consideration will be given to offering incentives for customers to pay by direct debit.</p> <p><b>Boat Yard</b> Hardstand activity has improved but is below figures for this time last year.</p> <p><b>Occupancy</b> Occupancy of berths and trailer parks is positive.</p> <p><b>WiFi</b> AM has been approached by a company who are interested in installing WiFi at SML. Consideration to be given to provision of free WiFi as a marketing strategy.</p> <p><b>Ramp Access</b> Report: 'Statistics from Ramp Access Gate' – prepared by Alan McLellan. This report was included with the Board Papers in response to a Board request for ramp usage figures to assist with targeting promotions. It concluded: while there are statistics available for the different type of launching ramp client, delving more deeply into the data will not help significantly in understanding the marketing opportunities available to SML</p> <p><b>Resolved</b> <i>That the Management Report for the month ended 30 November 2013 be accepted and approved.</i> <i>Moved: Brian Walshe/Seconded: Arthur Stewart</i></p>	<p>SW to check the cost of direct debit and investigate offering incentives for customers to convert to direct debit.</p> <p>Alison Watt to provide figures on the percentage of SML customers currently paying by direct debit.</p> <p>Alison Watt to send direct debit forms to all customers not currently paying by direct debit.</p> <p>AM to put together a business case for installation of WiFi at Seaview Marina and present to next meeting.</p> <p>AM to check with the installer how robust their equipment will be in a marine environment.</p>
<p><b>12. MARINA BERTH PRICING REVIEW 2014</b></p> <p>A report prepared by AM on marina berth pricing was included with the Board papers and discussed.</p> <p><b>Resolved</b> <i>That an increase of 1.9% in rentals on berths, trailer parks and pole moorings be imposed after the appropriate notice has been given to licensees.</i> <i>Moved: Ross Jamieson/Seconded: Brian Walshe</i></p>	

Discussion	Action Points
<p><b>13. NEW INITIATIVES</b></p> <p><b>Boat Show</b> The Board discussed the possibility of holding a Boat Show at SML in February 2015. AM to investigate the possibility of contracting an event organiser to put the boat show together without SML taking any risk.</p> <p><b>Boatyard Haulout Reminder</b> Consideration will also be given to the introduction of a system similar to that used by garages with vehicle WoF. Customers will be sent an annual reminder stating when they last hauled their boat out to encourage usage of the boatyard.</p>	<p>SW to contact Phil Whardale to see if MMS can provide a report which will enable customers to be emailed an annual haulout reminder.</p>
<p><b>14. GENERAL BUSINESS</b></p> <p><b>QV Valuation for Seaview Marina</b> SML has not received a copy of the latest QV valuation of the marina.</p> <p><b>Arrivals and Departures Survey</b> CM provided a summary and analysis of the arriving and departing customer surveys for the period September – November 2013.</p> <p>The Board agreed to engage MM Research to look at the current arrivals and departures survey results and provide feedback on the content of questions and analysis of results.</p> <p>C Milne noted that a number of respondents had indicated that they would like to remain on the SM mailing list.</p> <p><b>Customer Survey 2014</b> MUA will be provided with a draft of the 2014 Customer Survey prior to its distribution and asked for feedback on content of questions.</p> <p><b>Lowry Bay Yacht Club</b> The Board discussed the LBYC proposal.</p> <p><b>There were no further items of General Business.</b></p>	<p>AM to request a copy of the latest valuation of the marina from QV.</p> <p>AM to lodge a pro forma objection to the new G V with objections closing on the 24th January.</p> <p>AM to engage MM Research to evaluate the current arrivals and departures survey questions and analysis of results.</p> <p>CM to provide S Willis with the list of the survey respondents wishing to remain on the SML mailing list.</p>

**With No Further Business the meeting closed at 2:15pm**

**Next Meeting Date.**

**Thursday 20 February 2014 at 11:30am in the marina office**

**Signed:**

**Brian Walshe  
Chairman**

**Dated:**