

12/21

PIP to Council

30 Nov at 10 am

Introduce Lynda T who is now our manager and will update you shortly on the events that we have been able to keep happening and what is ahead especially in the next year or two.

So thinking about what we have been has been our focus since 1 July.

- Establishing and updating systems, equipment etc. We are getting records in order and with staff changes we have had to discover where things were stored etc.
- Working on our contract and subsequently the community contract response which in our case have gone hand in hand and been a lot of work, checking, rearranging etc and I will sign today. We took the development of both of these documents very seriously and were able to build on the work we have begun with Katina Conomos to reset our focus. Our commitment to business is key in this but we also see our relationships with our community groups and Arapuni as well as our links with Tirau and Tokoroa(the SW) as important. We have been delighted that both the Kura and Highschool are showing more interest in what we do. The branding discussions have raised conversation around this and finding a way to review and reset our Concept plan so it is always a living document is essential.
- One of our passions will soon be underway, yay for the waterpark and as much as I agree with the contractor deferring to January, I cannot wait to get it started and hopefully soon followed by the skatepark.
- Funding Headquarters: Phew, thank you for the opportunity. It makes me realise how successful we have been in the last few years but how little focus we had on developing strategies to strengthen who we are. Goodness even doing a situational analysis, I've been in PIP more than 10 years and that's never been a task for us. I work with behaviour, communications styles and parent and teacher development, not paper war and finances and until now PIP have managed successfully without the solid foundation that I know in the long run will give us a stronger foundation. The Funding HQ team know Katina and may well be involved in our next meeting with her. We will present more on this to the committee next week.
- Keeping the police community meeting occurring regularly will continue next year. Community Patrol underway is important for us and we are waiting to hear about some local funding as we all complete training. Once we get a vehicle we will be underway, hopefully by Christmas. Youth facilities progress slowly but the energy in our youth is strong
- Business and Community Liaison Officer. If ever there has been a time when some of our instinct to just wait and consider some options has proved right it is now. Appointing Carol B to this position has already resulted in trebling our Shop and Win businesses and the work her and Lynda are doing with others in the team is reaping rewards. We are revisiting how we better provide support for our businesses and are working towards a small business day early next year. We also look forward to meeting with Paul post lock down or OUT. I am so thankful to have a team that is building and we while there is much to do as you will hear soon our foundation is strong and gaining greater focus.
- The office is a positive buzzy place, we have 2 Lyndas and 2 Carols so don't be surprised or confused if you call or pop in

Thanks for opportunity, we heard about this presentation on Wednesday pm and thus our presentation is only verbal. and Lynda will take over from here.

PIP Report for Council 30 November 2021

Carol and I have been extremely busy this month with the Shop and Win promotion, which Raewyn has already mentioned. This is a 'shop local' promotion where customers can enter by spending \$10 or more at eligible businesses and the prizes are 'Putaruru dollars' which can be spent at the participating businesses. We have a total prize pool of \$4000. The number of businesses taking part this year is hugely increased thanks to Carol's hard work and the number of entries in the first three weeks has been over five thousand five hundred. Today is the final day of the promotion and our final draw will be held on Thursday. Positive feedback from the promotion has been overwhelming.

Aside from running this promotion, we have been working on a plan for Christmas that is 'covid safe'. Instead of running our usual Christmas parade and Christmas in the park, we will be taking Christmas to the Community with mini parades visiting urban streets and delivering small gifts to children. Other Christmas events we are running this year are a shop window or office decoration competition and we are creating a lights trail map, both with the aim of raising festive spirit at a time when things have been so hard for so many.

Moving into 2022, our first priority is the Water and Food Festival. New covid regulations may see some changes to this event, but we are hopeful we can still host a fun, family-friendly event to build community connection and celebrate Putaruru and that it won't be too affected by the changes.

Other events in the calendar for next year are a small business expo, Matariki celebration, Business recognition and awards, another Shop and Win promotion and

our Christmas events, including the float parade and Christmas in the park, which will hopefully be able to be run as usual again next year. We will also re run our Popular Pie Competition and the Putaruru Pink Walk which were both successful in previous months.

In 2022 we will be reviewing the Business celebrations format to see if the current arrangement of an awards night is what is most suitable and desired from our business community, or if there is another format or event that could celebrate and recognise businesses for their success. We are also working through ideas for how we can further support local businesses in their endeavours, whether through promotions, services, skill development or other ideas.

We are also working on fostering connections with community groups in a bid to work more cohesively with the other groups in the area and support them to achieve their goals as well.

Pride in Putaruru's aim is to have an annual calendar of events, promotions and celebrations that are a balance of business and community focussed that also celebrate the vibrancy and diversity of Putaruru.