



KIWIS IN LA

2019 Annual General Meeting

Wednesday, October 23, 6:00pm
New Zealand Residence, 154, S Rockingham Avenue, Los Angeles, CA 90049

Minutes

1. Welcome and Timing of the 2019 Kiwis in LA Annual General Meeting
 - Keith Flamank welcomed everyone to the meeting and explained that the meeting was taking place in October rather than March as previously planned as the Christchurch terrorist attack had happened on March 15.
2. Meeting Agenda and Minutes of 2018 Annual General Meeting
 - The agenda for the 2019 Annual General Meeting and minutes from last year's Annual General Meeting were approved.
3. Financial
 - Keith and Roger Pearce presented the Kiwis in LA 2018 Statement of Activity (Profit and Loss) and Balance Sheet, providing a line-by-line explanation of each event. The following points were highlighted:
 - In reviewing the Balance Sheet, Roger noted that total liabilities and equity sits at \$16,564.11 (\$11,443.53 in 2017.)
 - The Air New Zealand Kiwis in LA Art Show and Wine Tasting is our biggest event and generally costs \$20,000 to stage. When calculating in the contribution of the Air New Zealand tickets, the art show made money in 2018. Keith noted that we had secured the venue again for 2020.
 - Roger noted that Sales Tax Payable refers to sales tax required to pay on art sold at the art show.
 - The tickets for the 2018 Christmas Party were paid for in 2019. The balance sheet has therefore been "inflated" by this amount and we need to be cognizant of this in developing the budget for 2019 and 2020.



- There was again discussion around charging for some of the events such as the Summer Picnic which is currently free and the fact that membership is a significant part of the income.
- Graham suggested that for the art show we increase the contribution from \$10 to \$20. It was also suggested we might set up a "booth" at events such as the picnic and Art Show to encourage people to sign up to join Kiwis in LA.
- We might also appoint someone on the Board who might be the "Director of Membership" to focus on this issue.
- Kiwis in LA will be setting up a Venmo account and acquiring an extra Square.
- Patrick Veysey proposed a motion to accept the financial reports, which was seconded by Anne Beecher. The motion was carried unanimously.

4. Membership

- Membership has 1,325 active contacts in the database, an increase of 325 from last year. This contact list receives Kiwis in LA emails. The primary sources for the increase in the database numbers are: Facebook, signing up for an event, self-subscription. We now have 2,067 Facebook page followers, an increase of 30% from 1600 in 2017. The Facebook group has 2,457 members.
- The open rate on emails is 35% - 50% and the click through rate is 10% to 20%.
- One of our main problems is that we have too few paid memberships, currently around 100. There was discussion as to how we might increase this number. It will be taken up again at the Board meeting.

5. Sponsorships

- Keith advised that Air New Zealand has signed up as primary sponsor for another three years. Mainfreight USA and Broadleaf Game both continue to be great supporters and the Consul-General is very generous in offering the use of the residence.



- However, we do need more sponsorship to enable more events. There was discussion around Munchkin, Rodd & Gunn, Canterbury (their presence in the market seems to have faded), noho, Allbirds, RV Companies, Shelley BMW, Zespri, Fisher & Paykel and Lewis Road Creamery.

6. Report on Kiwi's in LA's Activities in the Past Year

- Keith noted that the system of appointing people to be in charge of the various events had worked well.
- Waitangi Day Brekkie has reasonable attendance. It is easy to organize and provides a good, early start to the year.
- The Summer Picnic was well attended and the novelty of the magician very well received.
- Pub nights were organized for Los Angeles, Long Beach and Orange County and were well attended.
- The Air New Zealand Art and Wine Tasting Show was, as always, very successful and well attended. Keith noted that we made a small loss of \$1,500 due to decreased attendance and an increase in the cost of the food. The attendance may have been down slightly as we did not have access to the Santa Monica artists database. There were also fewer works of art sold, resulting in less commission for Kiwis in LA.
- The Christmas Party is the main Los Angeles fundraiser where we pair membership to the tickets. The party in 2018 had the theme "Jingle Meets Jangle" and was well attended.
- We had hoped to organize a trivia event but only 18 people signed up and this was considered insufficient numbers to stage the evening. It was noted that it possibly hurt us trying to stage this in summer, but it would be considered again in 2020.
- It was noted that there had not been good follow up on the part of volunteers to stage the suggested Kids Maori Arts and Crafts Day and that we might look at this again for 2020.



- In 2018 Kiwis in LA also supported other events such as:
 - ANZAC Day Commemoration in Los Angeles and San Diego
 - Orange County events (Kiwis in LA assisted in funding \$125 for a picnic venue)
 - San Diego Puppet Opera
 - Kiwi Leadership Conference 2018
 - Poe (spelling?)
 - La Moana Dance
 - Whakatane High School basketball team game and day at Laguna Beach High School
 - Rick Ellis Accountant Society events
 - Auckland University Alumni events
- Christchurch Benefit Concert
 - Although this took place in 2019 this was greatly discussed at the meeting. The Los Angeles and New Jersey events and the on-line auction together raised \$23,000. There will be additional funds to send at the end of the year. It was noted that a benefit concert such as this is expensive to organize and is perhaps not the most cost-effective way in which to raise money. It was also noted that this was largely organized by Angus Vail and Jeremy Hammond, and that Kiwis in LA's role was initially only to be communicating the fundraising events to the community, although our eventual involvement was much greater.

7. Election of Board Members

- Graham Wong took over the Chair from Keith. Graham is a long standing and active member of Kiwis in LA, and part of the organizing committee for the last 20 years. He is not standing as a board member and chaired this section from a position of neutrality.
- Graham Wong advised the meeting that members standing for election to the Kiwis in LA Board of Directors are: Emma Barry, Anne Beecher, Hillary Brick, Keith Flamank Sharon Longpre, Roger Pearce, Vicki Tyler, Patrick Veysey
- Keith noted that an additional two people had expressed an interest in serving on the Board: Celeste Bowden who has very good social media skills for Facebook, Instagram and the website; and Rob Good who has expressed an interest in helping with the Christmas Party.



- In response to Graham's questions, Keith conformed that:
 - The meeting was announced to the membership at least 30 days prior
 - There was a call for members to nominate others to become board members
 - Nominations and volunteers for board membership closed seven days prior to the meeting
 - That the names mentioned above represent the complete slate of board members

- Patrick Veysey proposed a motion that this slate of Kiwis in LA members be accepted. Seconded by Anne Beecher. Motion carried unanimously.

- Graham congratulated the new Kiwis in LA Board of Directors members for 2019/20. Graham relinquished the Chair, and the meeting was continued with Keith as Chair.

- Hillary Brick proposed a huge vote of thanks to Keith and Steve for all their support. This was seconded by Patrick Veysey and carried unanimously.

8. New Business

- No new business

9. Meeting Adjourned.