



## DISTILLED SPIRITS AOTEAROA (NZ) INCORPORATED

### Minutes - DSA Board

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| <b>Date:</b>      | Tuesday 28 November 2023   |               |
| <b>Time:</b>      | 9.00am   |               |
| <b>Location:</b>  | Zoom   |               |
| <b>Attendees:</b> | <p>Henry Caulton, Cardrona Distillery – <b>Treasurer</b><br/>David Hawk, Parched – <b>Committee</b><br/>Richard Wilson (RW), Sandymount Distillery – <b>Chair</b><br/>Antony Michalik (AM), The Spirits Workshop – <b>Committee</b> (arrived 9.33am)<br/>Soren Crabb (SC), 1919 Distilling – <b>Secretary</b><br/>Angela Davis (AD) - Committee</p> <p><b>Apologies:</b><br/>Matt Bridge (MB), Lunatic &amp; Lover – <b>Committee</b></p> <p><b>Minutes</b> by Lynda Booth (LB)</p>  |               |
| <b>ITEM</b>       | <b>AGENDA ITEM</b>   |               |
| 1B                | <b>Conflicts of Interest</b> <ul style="list-style-type: none"><li>NIL</li></ul>   |               |
| 1C                | <b>Previous Minutes</b> <ul style="list-style-type: none"><li>Read and Approved (SC + DH)</li></ul>  |               |
| 1D                | <b>Electronics Approvals</b> <ul style="list-style-type: none"><li>NIL</li></ul>   |               |
| <b>ITEM</b>       | <b>DISCUSSION</b>  | <b>ACTION</b> |
|                   | <p><b>Strategic Focus</b></p> <p><b>Angela Davis to join Board</b><br/>With the resignation of Sue James from the Board, Angela Davis was invited to join the Board.</p> <p>AD has previous governance experience and also have contacts within Government details which may assist with the future projects planned by DSA.</p> <p><b>RW Moved, DH Seconded</b><br/><b>APPROVED:</b> Board unanimously approved the secondment of AD to the Board until the next AGM.</p> <p><b>DSA Conference &amp; Spirit Awards</b><br/>Three companies participated in the interview. Avenues (2023 conference PCO) and Lemongrass were the preferred suppliers, Lemongrass being the front runner with a 4 to 1 vote on the interview panel.</p> <p>However, the Spirits NZ Board have decided that Avenues is the preferred supplier for the Awards. They did not appear to be open to investigating Lemongrass reducing their fee (or sharing the risk).</p> |               |



Robb Elliot (Lemongrass) contacted DH about concerns over the personal relationship between Spirits NZ & Avenues and thought this should have been disclosed at during the RFP/interview stages. There could have been a little reputational damage.

There are options available looking forward

1. Don't run a conference in 2024
2. Use Avenues in 2024 (ensure that the \$15K + small profit is realised, contract is mandatory, SC to be Board Liaison, need further volunteers from membership to join a conference committee)
3. Take the conference in-house and work with LB + Angie Bradley

**APPROVED:** Board to confirm Avenue as the PCO for the DSA Conference 2024.

**ACTION:** SC to confirm the appointment and ask for a contract to be forwarded, set first meeting to confirm objectives, KPI', expectations.

**ACTION:** LB to call for volunteers to participate on the conference committee.

Looking past 2024... The Brewers Guild are interest in discussing the possibility of a combined conference in 2025. Further discussion required.

#### **QUESTIONS about the Awards**

- What is the formal arrangement/expectations of DSA's role in the Awards? Should there be an MOU? AM is still happy to be involved in the Awards Committee.

**ACTION:** AM to investigate arrangements with Spirits NZ and report back to the Board

Awards judging APP Software: Tash is handing over the App and would like payment.

**ACTION:** AM needs to confirm who owns it and who funds it.

#### **Budget for Excise Campaign**

Brewers Guild (BG) board is very keen to work with DSA to support an Excise Campaign as the increase awareness about the high excise (which will again increase in July 2024).

BG is looking into the costs involved: PR company, marketing, advertising, advocacy, media training, policy etc. Though no financial support has been requested yet, any assistance requested by BG to help with this campaign will be brought to the Board for consideration. Member funding options may need to be considered to support any financial aspect of this campaign.



## Distilled Spirits Aotearoa (NZ) Incorporated

New Zealand Business Number (NZBN): 9429047031708

Certificate of Incorporation: 2716891

Registered office: 16d Sunley Street, Westown, New Plymouth 4312, New Zealand

Telephone: +64(0)21 222 9881 email: chair@distilledspiritsaotearoa.org.nz

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|  | <p>Completing an update/review of the previous research on Health Related Impacted of Alcohol would be helpful. This can form part of the Campaign to results based marketing.</p> <p>DSA need to be aware that there may be backlash on this campaign and will need to consider who should interact any media.</p> <p><b>ACTION:</b> Board approves, in principle, to work with the BG on this campaign. Need to confirm alignment with objectives between the two associations, costs if any, project plan (overview). Need to work towards an official MOU (co-signed).</p> <p>Two DSA members to be part of the working group: SC + Lacey Borne (Dr Beek)</p>   |  |
|  | <p><b>Management Focus</b></p> <p><b>Financial Statements</b></p> <p>New set of management reports, using xero, provide to the board and take as read.</p> <p><b>ACTION:</b> pull a monthly P&amp;L for the last 18 months for HC</p> <p><b>ACTION:</b> to review reports and confirm any changes needed.</p> <p><b>Membership</b></p> <p>104 members/ 18 Pre-commercial Associate Members / 68 Associate Members</p> <p><b>New Members accepted</b></p> <p>(19/10/2023) KDS Products &amp; Services (Pre-Commercial Distillery)</p> <p>(16/10/2023) Clark Lane Distillery Ltd – Was waiting for Licence is on website – now on (LB notes: Delete off Approached sheet, Adjust the NZ Distillery Growth Sheet - cell E34 (goes from 55 to 54)</p> <p><b>More information required</b></p> <p>(27/10/2023) Yadi Singh (Pre-Commercial Distillery) – Don't believe there is enough Information. (Attached 3.3)</p> <p><b>Facebook</b></p> <p>PJ – Been declined on facebook (SC) – Suggested he may want to become a member first.</p> <p>Patrick Sullivan was invited by Jorg Henkenhaf – this is acceptable if he wished to be added.</p> |  |
|  | <p><b>Meeting Concluded</b></p> <p>10.30am</p>  |  |
|  | <p><b>Next Meeting</b></p> <p>TBC</p>   |  |

## ACTION LIST

|  |  |  | DUE BY | NOTES |
|--|--|--|--------|-------|
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| <b>Constitution Updates</b>                 | <b>LB/RW</b>     | Report back with changes in a couple of months<br><b>May:</b> Complete overview of entire constitution using MBIE constitution builder<br><b>June:</b> Use MBIE Constitution Builder to help develop new constitution.<br><b>July:</b> Progress to date and the way forward.<br><b>September:</b> Decide who is going to develop draft 1<br><b>October:</b> Updates to be presented to Board at November meeting<br><b>November:</b> Reset meeting date for December | <b>August 23</b>  |  |
| <b>Industry Standards</b>                   | <b>RW</b>        | Check if WC would like to continue developing these. If not, seek out other options – COMPLETED<br>Confirm the final document delivery date and handover date.<br><b>September:</b> Need an update on deadline dates for documents   | <b>July 23</b>    |  |
| <b>Events</b>                               | <b>RW<br/>DH</b> | Confirm details for the Awards presentation<br>Confirm details for Mock Recalls event<br><b>September:</b> DH to provide update at next meeting<br><b>October:</b> RW to follow up on a workshop for November  | <b>July 23</b>    |  |
| <b>Women in DSA</b>                         | <b>LB</b>        | <b>September:</b> confirm events and include in the newsletter and on events page  | <b>October 23</b> |  |
| <b>Working Group – Definition NZ Spirit</b> | <b>MB</b>        | Confirm ToR<br>Finalise appointment<br><b>October:</b> meeting cancelled, new meeting time to be set   |                   |  |
| <b>Newsletter</b>                           | <b>LB</b>        | Add:<br>AD now on Board<br>Avenue new PCO<br>New Constitution coming   | <b>December</b>   |  |
| <b>Conference/Awards</b>                    | <b>SC/AM</b>     | RPF to be finalised and sent out<br><b>October:</b> Interviews to be set with final three<br>November: Avenues confirmed as PCO.<br>Contract, KPI's, Objectives to be set<br>Investigate formal agreement relationship/roles with Spirits NZ   | <b>December</b>   |  |
| <b>Member engagement</b>                    | <b>DH</b>        | Discussion with Restaurant Association<br>Review the Associate Member list and approach in groups  |                   |  |
| <b>Excise Programme</b>                     | <b>SC</b>        | <b>November:</b> Engage in a working group with Brewers Guild. Investigate what is required from DSA.  |                   |  |