

PiNZ Council Face to Face Meeting Minutes Saturday 18/11/2017 9am

Attendees, Alandra Bryant (Secretary) minute taker, Guenther Andrasko. James Andrews, Louise Shaw, Kharen Hope, Lillee Star

Apologies: Nandor Tanczos (Chairman) Sean Murphy (Treasurer) Robina Mc Curdy

Matters Arising from Minutes 19/10/2017

Item	Decision	Action	Status
Membership - Honorary PINZ Membership	Ceremony to award any PINZ Honorary Memberships to be held at AGM.	Alandra to provide proposed criteria for Honorary Membership after discussion with Trish Allen for decision and formal record at PINZ Face to Face to Face March 2019. Trish is in India wait until her return.	Pending discussion
Website - Lively, interesting and professional text required for the new website to draw reader in.	Council to produce what is required and edit any existing text ready for new website. Test Affiliated Teachers access to add content to new website.	Lillee, James and Kharen volunteered to help Nandor and complete by late October. On-going Robina to add PDC event by 31/10/2017.	Pending edit Pending
PINZ Hui 2018 - Budget - Stocktake	Council to Review proposed Hui Budget before giving the remaining seed money \$1000. Request stocktake with budget.	Louise to obtain a copy of Hui Budget from Jo to provide Council via Trello by 31/10/17 Lou to request documents used by Hui team to be made accessible to the council via to Trello by 31/10/17.	Pending Pending
Hui 2019 -Oceanic convergence 2018 postponed	Ability to have 2018 PINZ Hui in Wanaka as it is War Birds over Wanaka off year.	Robina to look into it and report to Council and next meet 15/11/2017.	Pending
Secretary - Pure Advantage (Green growth think tank) article submission offer	Great opportunity to be revisited when Council systems are complete	Nandor to reply to email from Pure Advantage by 22/11/17.	Complete
Newsletter Clare Whimmer offered to assist with Newsletter in future.	Discuss Newsletter production moving forward. Include Clare in Newsletter team.	Nandor to discuss with Lillee and Robina by 23/10/17. Newsletter team to arrange VOIP meet with Clare.	Complete Pending

Reports

Chair- Nandor- attached

Treasurer- Sean - attached

Secretary/Membership - Alandra attached

Council Strategy Priorities 2017 Progress Update

- see original Document created June 2017 attached

Item	Decision	Action	Status
1. Website Nandor, Guenther, Alandra	New Project Manager required	Assign volunteer Erwan as Project manager	Complete
	Move forward with new website to Launch asap.	Identify barriers	Complete
	Find cost effective sever service	Identify server hosting options for website launch	Complete
2. Grow Financial Base Kharen (Guenther, Alandra, Lillee, Sean) - Merchandise - Membership drive - Funding applications - Increase A/Ps and small scale donations -Large scale donations / bequests	Lillee working on Merchandise pending Communications plan guidelines and new website to advertise and sell.	Lillee preparing Merchandise proposal for next Council face to face March 2018.	Pending
	Once new website is launched email all PINZ contacts invite to join followed by a phone drive by council after 2months as a reminder and incentive to re-join to previous members that have not already.	Alandra to prepare and clean all contacts by 01/11/17.	Complete
		Alandra to send out website launch invite to all 2060 clean contacts at Launch.	Pending
		Council to do phone drive	Pending
		Kharen to research and report at next voice meet 20/12/17.	Pending
		Guenther to contact Daniel from Eco matters to get advice and discuss opportunities to report at next voice meet 20/12/17.	Pending
		Council to address once website is launched	Launch website
	Council to address once website is launched	Launch website	Pending

Item	Decision	Action	Status
3. On-Going Engagement with Members James, Alandra	Survey existing PINZ Members (see copy of survey attached)	Alandra to Email and phone survey existing PINZ members and record results on Shared Gdrive to be used as base for Communications Plan	Complete
	Conduct deep conversations with Permaculture Elders on-going	James and Alandra to be in phone contact with Elders and record outcomes to share with Council to contribute to decisions and course of action.	Ongoing
4. Communications Plan Guenther, Lillee, Louise, James, Nandor	Council require well thought out Communications plan to guide PINZ interactions and criteria's.	Nandor, James, Louise Lillee and Guenther to continually develop this living document.	Ongoing
5. Engagement with International Permaculture Movement (esp Asia – Pacific) Robina, Kharen (Nandor) - Oceanic Convergence -IPC - MFAT Scholarship (Potential)	Decision not to go ahead with the OC until ground work of organisation is complete.	Nandor to confirm decision with Finn by Nov 2018.	Complete
	Hold off on taking on International convergence until ground work of organisation is complete.	Apply for IPC 2023 Lillee to advertise in PINZ Newsletter Dec 2017 opportunity for Bio regional Team to put up their hands to organise IPC 2023 with appropriate venue in mind.	Complete Pending
	Research opportunity for PINZ to meet criteria to be able to offer the Ministry of Foreign Affairs Trade Scholarships (in Renewables, growing food, sustainability etc.) to the Pacific region.	Kharen to confirm NZQA not required. Kharen to talk with PEG to draw out what courses are available to meet the MAFT criteria by face to face March 2018.	Complete Pending
		James will research and discuss ability to progress and develop a strategy to move and apply with MFAT.	Pending
	Council decided the best way to enable scholarship applicants is to put the courses in front of funder first.	Once courses have been approved advertise with courses on PINZ website open to public.	Pending

Item	Decision	Action	Status
6. Hui Support- Louise (Robina) - Confirm organising group -Review hui wiki	Hui organising Team lead by Jo Pearsall.	Louise acting as liaison between organisers & council.	In progress
	Pending Communications plan	Revisit	Pending
7. Support Development of Education Pathways Robina, Kharen MFAT Scholarship as detailed in Engagement with International Permaculture	Kharen has not made progress contacting Dee Turner via email and has now obtained Dee and Jo Pearseall contact phone numbers	Kharen to get intouch and attend next PEG meeting.	Pending

Hui Update 18/11/2017 Louise Shaw –Hui Liaison

Venue booked.

Timetable is filling up.

Advertising deadline for newsletter 8/12/2017

Price balanced with value.

Website going live is very important.

We have a draft budget. Jo will finalize and will post updated budget on Trello when finished.

Below is a summary of council decisions regarding the budget and hui pricings.

- We have decided to go with keeping the membership separate. So there will be a discount for members rather than membership being embedded in hui price.
- We feel it would be too hard to keep track of a monthly payment option and think that having the price advertised early will mean people can start saving.
- We think that it would be safe to cover all of fixed costs (including the seed money returned) with a conservative 100 people (1/2 venue capacity).

This includes: venue, accommodation, catered food, entertainment, stationary requirements, cleaning, kid supervisor/entertainer/teacher This does not include accommodation scale. Over this number of attendees we would then be making a profit. The website will have a list of benefits when you sign up.

- The standard membership is \$40 (sliding scale from \$25-\$100) so we would like to add \$40 on to the price of the non-member hui price.
- We think that rounding the hui price up a little would provide a safety margin and provide for some basic presenter needs.
- We could also add a donation button with payment so people could pay more to support presenters.
- We may need to push the early bird price out past Jan.

We did not discuss how much the early bird price was but agree with Jo that it should start by meeting fixed costs.

I shared;

- The children's cost of around \$15 cheaper. We all agreed that we need to provide family discounts to grow the next generation but we did not suggest any changes. This is still fluctuating as costs firm up.
- day visitors would start at 1/4 of the total hui cost day (including everything mentioned for the accommodated fee,) A little more would also be added because only coming for one day will not help to cover fixed costs..

Item	Decision	Action	Status
Childcare Activities	Find suitable resources and facilitator to conduct hands on Permaculture projects and workshops for the childcare programme.	Alandra to contact Ami Kennedy about her Permaculture Teaching Resourse.to discuss opportunity by next Voice meet 20/12/17.	Pending

Website update

Email from Guenther 21/10/17

Thanks for all the work that's been done on the website. Have spent a bit of time tonight having a look around and got some feedback. Here goes:

Homepage

Awesome photo - nice and colourful and eye catching. Logo looks great too.

Have a few suggestions for changes:

- There is no Facebook icon button in the menu panel area (or anywhere).
- There is also no way for people to contact PiNZ, usually **Contact** is included in the menu bar and also as a click through Contact button in the footer that takes viewers to a page where they can type in their enquiry/question etc.
- Events and courses: suggest for Events and Courses length to be reduced as it is contributing to making the homepage very long and ie with a lot of scrolling needed. If it just had the intro para of copy then the button that clicks through to all events it would be better (ie suggest to remove the 4 events that are featured especially as the copy is cut off midstream - it takes up too much space on the homepage, and all of this is on the Events landing page anyway).
- Our Stories: same as above ie would work better with the intro para then the click through button to all stories underneath that (ie removing the 4 our stories that are currently featured).
- The circular photos with 'About Permaculture' , 'Community' and 'Resources' are great and should feature higher up so viewers don't have to scroll as far down to find it (which it will if the Events and Courses and Our Stories sections are condensed). This is a real value section for visitors.
- Should there be an Archived Newsletter section?

Footer on all pages

- The footer currently is huge and is normally much smaller on websites.
- The 'Courses and Events' and 'Our stories' feature here again, yet they already appear further up the home page. These take up a huge amount of space, are a repetition of the above and make the footer massive. Suggest to remove from the footer.
- Footers are usually just for key details and should include: Copyright. All rights reserved. Menu headings. Facebook and any other Social Media icons. Contact details. Suggest it be changed to feature these.

Log in panel:

- This comes up on every page and on some of the pages it is covering the content of that page on the right hand side - for example on the 'Events' and 'Our Stories' pages and on the 'About Permaculture' page, you can't read the last words in each line. Is there another way the log in panel can be portrayed and feature so this can be avoided for example making it a smaller click through button in the menu panel area.

About Permaculture page:

- Page headings again are huge.
- This is a serious amount of written text on this page and written in a very academic style which isn't going to welcome and encourage those new to permaculture to read - it is making the subject too heady and complex and inaccessible. It would be easier to read (and is normal on most newer websites) if the margins were pulled in and maybe broken up with photos or diagrams to explain permaculture more visually as many

viewers just won't read a whole page of written text.

- Paragraph headings would stand out more if they were bold. It would also help break up the text.

About PiNZ page

- Again, heading too big
- Paragraph headings would stand out more if they were bold. It would also help break up the text.

Members page

- Again, heading too big
- Photos too close to the copy ie more space needed between copy and photo
- My surname is misspelt - should be Andraschko

Stories page

- Some of the pictures are too large eg on the articles: 'why growing up an anarchist has made me a better permaculture designer' and 'Permaculture research methodology'.
- Are these final stories? The article 'An 80 year old swale system in Tuscone Arizona' has misspelt Arizone instead of Arizona

General comments

- The headings on each page are an extremely big font size and viewers have to scroll past the big heading to get to the actual content of the page...this leads to frustration for viewers eg for the Members page that's literally all you see when you click to that page. Can the heading sizes be reduced on all pages?
- Copy line widths: on some pages eg 'About Permaculture', the length of the lines of text are very long and this makes it harder to read for viewers.
- Paragraph headings would stand out more if they were bold. It would also help break up the text.
- Website layout isn't working well on an **iPad** - it's all over the place unfort - photos are cut off, text is appearing in really narrow columns with huge amounts of space around it etc.
- The website also isn't functional on my **cellphone** and needs to be made cellphone friendly. 50% of people now access websites via tablets and cellphones so we need to make sure that the website has been designed to function on these devices.

So, a bit of list but these are my observations. Still need to try to log in and add content, and will have a go at that next time :)

Cheers
Guenther

Email Website Update from Erwan 17/11/17

Here is an update before the face to face meeting this weekend.

* NEWSLETTER - I have now given all council members permissions to be able to create newsletters on the dev site via their login. Navigate from the CiviCRM link available at the top of the page -> Mailings -> Message Templates -> Add Message Template. It is all straight forward from there to create the newsletter. Here is the documentation as a guide : <https://docs.civCRM.org/user/en/latest/email/message-templates/>

I have checked and the server is capable of sending out the newsletter now.

If we want to go live with the site functionality being :

- * membership registration
- * hui events and online registration
- * user created events and courses
- * user submitted stories.

Then the only blocks to going live are -

* CREDIT CARD PAYMENTS - are all hooked up. Can you arrange a credit card payment of any amount via the membership form to test it works please? You will be able to login to the dev site and see the transactions to confirm. Let me know.

* CiviCRM EVENTS(Hui) - cannot be displayed in the same list as the user created events and courses right now. I have asked Peter who doesn't know how to do it either. I recommend a work-around and advertise the Hui event between the Welcome to PiNZ and the Events and Courses sections on the front page. When you click on the

advertisement it links you directly to the CiviCRM event which would include the information and registration/payment pages. It should take me 4 to 6 hours to complete. Would you like me to go ahead and implement this work-around until I can successfully integrate the events together?- NANDOR HAS SAID YES

* HUI INFORMATION - I need the pricing and details for the Hui event please.

* COSMETIC ISSUES - mentioned by Guenther might be mac browser issues, I do not have a mac to test this on. I will try to find an emulator test with so I can fix those issues. With the smaller devices, I will test this on my phone and get it working.

Once these block are removed, we can then hand it over to Fuzion to do the final clone, transfer the domain name, bring the new site live and take down the old site. From there I will continue to work on the rest of the features.

International Permaculture Convergence 2022

Item	Decision	Action	Status
Time frame	To allow Council to prepare, have Seed money and the infrastructure necessary to successfully host an IPC make expression of interest for 2023 or later.	Nandor to put together expression of interest with Council approval to be put forward 23/11/17.	Complete
Team	Find a NZ Bioregional Team to volunteer to help organise and host the IPC with a suitable venue in mind.	Lillee to include request/write up in the PINZ Newsletter 21/12/17.	Pending
	Gather support and idea's at the NZ Hui May 2019.	Lou to request Jo include a conversational session about the IPC NZ in the Hui timetable by next voice meet .20/12/17.	Pending

LUNCH BREAK 12:30pm-1:45pm

Communications Plan

Council discussed and developed Communications Plan updated in Gdrive 1:45 pm- 3pm

Telephone Conference with Nandor and Council attending Face to Face 3pm-4:40pm- 18/11/17

Discussed and confirmed decisions, outcomes and actions. Comment from Nandor-

- **Priorities** We are ½ way through the year keep priorities in front of minds
- **Website** Do not make major changes to Website design, agreed to tweaks.
- **Hui** Agreed to discounted Hui for Members, also a Benefit of PINZ Membership.
 - Profit goes to PINZ and 10% of that goes to Hui organisers to Celebrate/thank.
 - Target History was to clear budget
 - Council requires Hui organisers to create and share a fixed costs/ variable costs Spread sheet. We need to look at numbers and do a conservative estimate- ½ venue capacity to breakeven point = Getting Seed money back.
- IPC 2023+- Agreed.

Website Content Editing Council Review - 4:40pm- 7:30pm then 9am-10am Sunday

Overview of Changes Needed

Council/ Nandor can change?

Erwan to change

HOME PAGE:

Shrinking top bar - Adding member login

Footer shrunk

- Remove double ups, keep very concise
- Contacts
- Menu headings
- Social media- Add Facebook link
- Copyright

EVENTS PAGE:

Change Title to **EVENTS & COURSES**

Move blurb from home page to here - Rework the wording

“Type of Event”

- Add PDC and Modular PDC

“Apply” button moved to beside “Bioregion” button, and change to **SEARCH**

Alignment issue (ctrl 0)

ADD EVENTS PAGE:

Check that the permissions for affiliated teacher active/ available to add a PDC

OUR STORIES:

Move blurb from home to here & rework the wording

Alignment & far right box is too big Move and rename “Apply” box

Boxes too big? Can we make them smaller - end after title. Will get bigger in time.

ADD LATER - NEW FILTER - MOST VIEWED

ADD STORIES PAGE:

TAGS - Have some options for the poster to click on eg. Social, Education, Techniques, Strategies, Principles,

Ethics, Political, Built, Cultural, NZ, International, Food, Seeds, Conservation, Economics, Maori, Indigenous,

Garden, Regenerative, Design, Native Ecologies, Weeds, Appropriate Technology.....

Choice one of our tags, plus add your own if you need to.

RESOURCES:

List Newsletter under resources, instead of under ‘about PiNZ’

Add old newsletters to archive

ABOUT: Have single drop down box that includes: **Permaculture**

Ethics

Principles

PiNZ

Council Members

Minutes

Add later Design / Strategies/ Techniques

Page changes

Each page - picture at top like front page - different picture (easily swappable)

Ethics Page- Needs a place for graphics for each ethic (See PDF on Design No.5)

Permaculture - no need to change writing

Ethics - bring in Holmgren Images?

Permaculture Design

- Heading changed to Permaculture Principles
- Take out majority of text down to bare basic - simple introduction, “this principles are only one way of representing these principles”
- Add Holmgren image to go with text
- Add Holmgren image for each principle

PiNZ PAGE

- Bright up the page...add pictures beside each category?

- Needs formatting

COUNCIL MEMBERS

- Formatting (worse on different machines)

NEWSLETTER

- Archiving all odd editions
- MOVE from “ABOUT” to “RESOURCES”

EDUCATION:

Remove middle links (or redesign with images that have link)

Link to events to course page and v's verse

3 Subpages

Need to consolidate some of the text

PDC keywords - it also goes to another page about pdc with different info, condense to one page? Flatten pages,

Add link so it takes you back to the event & course

Diploma keywords

- Delete

- Link to coaches is not attached

- Link to Dee Turner is not attached - Alandra sourcing contact details

Q. Does the keyword any function on this website (is it that we have just copy and pasted items from the old website)

FOOTER - See PDF No.3

Footers are usually just for key details and should include: Copyleft - we give permissions for all use of content - Creative Commons License .

All rights reserved. Menu headings. Login. Facebook and any other Social Media icons. Contact details. Suggest it be changed to feature these.

Item	Decision	Action	Status
Changes required to Website List	Communicate changes required on website for Erwan to complete.	Nandor to send refined list to Erwan by 01/12/17	complete

PINZ Newsletter 21/12/17

Item	Decision	Action	Status
Creation	Lillee creating Newsletter 21/12/17.	Lillee creating Newsletter to be released 21/12/17 on new website template with content assistance from Council. Clare Wimmer as proof reader and editor.	Pending
Content	Council Update	Alandra to put together latest Council update alongside Chair Report, by 15/12/17	Pending
	Bioregional articles/updates to be requested from three bioregions for Newsletter.	Canterbury- Lillee Kaipara- James Whakatane- Louise Ready by 15/12/17	Pending

Funding- As detailed in Priorities under Grow Financial Base page 2 of 18/11/17 Minutes.

Item	Decision	Action	Status
Treasurers absence	Discuss treasurer's emails Go over finances to confirm all direct debits etc	Alandra to orgnaise voice meet with sean and Nandor to discuss by 10/12/17	Pending

Meeting Closed 12:55pm 19/11/17

Reports**Chair Report****Treasures Report 15/11/17**

BALANCE ON HAND: 31/10/2017 - \$5,617.14

Income:

Membership 80.00

Tithe 72.00

Interest 2.48

Givealittle 61.75

Total 216.23

Expenses:

Merchant Bank credit fee 178.25

Web fees 346.50

Bank fees 15.00

Total 539.75

Secretary Report 18/11/17

Email received 15/10/17

International Earthbuilding Conference in NSW in early November 2017- John Connors (connorsjohn@icloud.com)

To what email address can I send the information for Permaculture members?

Response 10/11/17 – Alandra PINZ Sect- I took your enquiry to the last PINZ Council meet. The outcome being that we have no capacity to advertise for international events at this time.

We are currently working on releasing our new website where we do intend to have this option in future.

Reply from John 10/11/17- The Conference has just concluded. We were particularly grateful for our NZ participants - Verena Maeder, Graeme North (President of EBANZ) and Paul Jacquin.

Request for phone contact 12/11/17- Mr Hans Schraudolf (Info@schraudolf.de) sent a message using the contact form at <https://www.permaculture.org.nz/contact>.

Hi, I'm looking for a telephone contact number please?

Kia ora Hans,

Thank you for your inquiry. We are a number of volunteers with different roles within the PINZ Council.

Let me know who you would like to speak to or what it's regarding and your contact number and I can try to arrange a call with the appropriate person for you to speak with.

Alandra Bryant
Secretary

Membership Report 15/11/17

Date Sent	Date Received	Type Membership	Amount	Date paid
11.11.17	11.11.17	Individual	\$25	
30.10.17	30.10.17	Grad- Slow farms	\$10	10.11.17
30.10.17	30.10.17	Grad- Slow farms	\$10	10.11.17
30.10.17	30.10.17	Grad- Slow farms	\$10	10.11.17
21.8.17		Grad- Karma	\$10	16.10.17
21.8.17		Grad- Karma	\$10	16.10.17
21.8.17		Grad- Karma	\$10	16.10.17
		Grad- +1 year		
21.8.17		Karma	\$10	16.10.17
21.8.17		Grad- Karma	\$10	16.10.17
21.8.17		Grad- Karma	\$10	16.10.17
21.8.17		Grad- Karma	\$10	16.10.17
		Grad- +1 year		
21.8.17		Karma	\$10	16.10.17
19.10.17	19.10.17	Individual	\$25	
27.7.17	11.8.17	Grad- Tania	\$10	
27.7.17	11.8.17	Grad- Tania	\$10	
27.7.17	11.8.17	Grad- Tania	\$10	
27.7.17	11.8.17	Grad- Tania	\$10	
27.7.17	11.8.17	Grad- Tania	\$10	
27.7.17	11.8.17	Grad- Tania	\$10	
3.9.17	19.9.17	Individual	\$100	8.9.17
10.9.17	19.9.17	Individual	\$40	14.9.17
			\$40	6.9.17