

# **AGENDA**

## **RĀRANGI TAKE**

**Huihuinga O Te Poari O  
Te Oneroa-a-Tōhē  
Te Oneroa-a-Tōhē Board  
Friday 21 February 2020 at 10.00am**



## **Rārangi Take O Te Poari (Te Oneroa-a-Tōhē Board Agenda)**

Meeting to be held in the Banquet Room, Te Ahu Centre  
cnr State Highway 1 & Matthews Ave, Kaitaia  
on Friday 21 February 2020, commencing at 10.00am

**Recommendations contained in the agenda are NOT decisions of the meeting.  
Please refer to minutes for resolutions.**

### **NGĀ MANA WHAKAHAERE (MEMBERSHIP OF THE TE ONEROA-A-TŌHĒ BOARD)**

Chair, Haami Piripi, Te Rūnanga o Te Rarawa

Deputy Chair, Cr Mate Radich  
Far North District Council

Graeme Noho  
Ngāti Kuri Trust Board

John Witana, Te Rūnanga  
Nui o Te Aupouri Trust

Rangitane Marsden  
Te Rūnanga o NgaiTakoto

Cr Colin (Toss) Kitchen  
Northland Regional Council

Cr Marty Robinson  
Northland Regional Council

Hon John Carter QSO  
Far North District Council Mayor

### **KARAKIA / WHAKATAU**

<b>Item</b>	<b>Page</b>
<b>1.0 NGĀ WHAKAPAHĀ   APOLOGIES</b>	
<b>2.0 NGA WHAKAPUAKANGA   DECLARATIONS OF CONFLICTS OF INTEREST</b>	
<b>3.0 WHAKĀE NGĀ MINITI   CONFIRMATION OF MINUTES</b>	
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<b>4.0 NGĀ RĪMITI   ITEMS</b>	
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### **KARAKIA WHAKAMUTUNGA**

**TITLE:** Confirmation of Minutes

**ID:** A1286172

**From:** Rachael King, Board Secretary


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### **Tūtohutanga | Recommendation**

That the minutes of the Te Oneroa-a-Tōhe Board meeting held on 6 December 2019 be confirmed as a true and correct record.

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### **Ngā tapirihanga | Attachments**

Attachment 1: Te Oneroa-a-Tohe Board Minutes - 6 December 2019 [↓](#) 

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### **Authorised by Group Manager**

**Name:** Jonathan Gibbard

**Title:** Group Manager - Strategy, Governance and Engagement

**Date:** 12 February 2020

Te Oneroa-a-Tōhē Board  
6 December 2019

## Ngā Minitī O Te Poari O Te Oneroa-a-Tōhē Te Oneroa-a-Tōhē Board Minutes

Meeting held at Toka Tumoana  
22 - 24 Matthews Ave, Kaitāia  
on Friday 6 December 2019, commencing at 10.00am

<b>Tuhinga (Present):</b>	Haami Piripi	Te Rūnanga o Te Rarawa	(Chair)
	Cr Mate Radich	Far North District Council	(Dep Chair)
	Graeme Neho	Ngāti Kuri Trust Board	
	John Witana	Te Rūnanga Nui o Te Aupouri Trust	
	Cr Marty Robinson	Northland Regional Council	
	Cr Colin Kitchen	Northland Regional Council	

**I Tae Mai (In Attendance): Huihuinga i te katoa (Full Meeting)**

TROTR - George Riley  
TRNOTA - Rosie Conrad  
NRC - Group Manager - Strategy, Governance & Engagement  
NRC - Strategy, Policy & Planning Manager  
NRC - Kaiwhakahaere Hononga Māori  
NRC - Strategy, Policy & Planning Administrator (minutes)  
FNDC - Team Leader, Māori Relationships  
FNDC - Manager, Te Hono  
Steve Sanson, Sanson & Associates  
**Huihuinga i te wahanga (Part Meeting)**  
TROTR - Bronwyn Bauer-Hunt  
NRC - Media Specialist  
Gary Hooper, Aquaculture New Zealand  
Laws Lawson, Te Ohu Kaimoana  
Jonathan Large, Marine Farming Association

**The Chair declared the meeting open at 10.18am**

**KARAKIA TIMATANGA ME WHAKATAU**

Nehe / Piripi

The Chair welcomed the two new members of the Board from Northland Regional Council - Cr Marty Robinson and Cr Colin Kitchen, who responded and thanked the Chair.

**1.0 NGĀ WHAKAPAHĀ | APOLOGIES**

**Moved (Radich / Witana)**

That the apologies from Rangitane Marsden and John Carter be received.

**Carried**

**2.0 NGĀ WHAKAPUAKANGA | DECLARATIONS OF CONFLICTS OF INTEREST**

It was advised that members should make declarations item-by-item as the meeting progressed.

Te Oneroa-a-Tōhē Board  
6 December 2019

### **3.0 WHAKĀE NGĀ MINITI | CONFIRMATION OF MINUTES**

#### **3.1 Confirmation of Minutes**

**ID: A1263939**

**Report from Rachael King, Board Secretary**

**Moved (Radich / Neho)**

That the minutes of the Te Oneroa-a-Tōhē Board meeting held on 18 October 2019 be confirmed as a true and correct record.

**Carried**

*10.37am - Gary Hooper, Laws Lawson and Jonathan Large joined the meeting*

### **4.0 NGĀ RIMITI | ITEMS**

#### **4.1 Meeting Schedule for 2020**

**ID: A1256595**

**Report from Rachael King, Board Secretary**

**Moved (Kitchen / Neho)**

1. That the report 'Meeting Schedule for 2020' by Rachael King, Board Secretary and dated 25 November 2019, be received.
2. That the following meeting schedule be confirmed:

Friday 21 February	10.00am	Te Ahu Centre, Kaitāia
Friday 20 March	10.00am	Te Ahu Centre, Kaitāia
Friday 17 April	10.00am	Te Ahu Centre, Kaitāia
Friday 15 May	10.00am	Te Ahu Centre, Kaitāia
Friday 19 June	10.00am	Te Ahu Centre, Kaitāia
Friday 17 July	10.00am	Te Ahu Centre, Kaitāia
Friday 21 August	10.00am	Te Ahu Centre, Kaitāia
Friday 18 September	10.00am	Te Ahu Centre, Kaitāia
Friday 16 October	10.00am	Te Ahu Centre, Kaitāia
Friday 20 November	10.00am	Te Ahu Centre, Kaitāia
Friday 11 December	10.00am	Te Ahu Centre, Kaitāia

**Carried**

*11.15am - Bronwyn Bauer-Hunt joined the meeting*

#### **4.2 Summer Engagement Programme**

**ID: A1262928**

**Report from Ben Lee, Technical Steering Group**

**Moved (Radich / Witana)**

1. That the report 'Summer Engagement Programme' by Ben Lee, Technical Steering Group and dated 25 November 2019, be received.
2. That the Board approves spending \$200 on a prize pack for the online photo sharing 'place' to encourage entries.

**Carried**

ID: A1267277

**2**

Te Oneroa-a-Tōhē Board  
6 December 2019

**4.3 Financial Report**

**ID: A1263942**

**Report from Rachael King, Board Secretary**

**Moved (Neho / Radich)**

That the 'Financial Report' by Rachael King, Board Secretary and dated 27 November 2019, be received.

**Carried**

*12.15pm - Matt Johnson joined the meeting*

**4.4 Mussel Spat Collection**

**Presentation from Gary Hooper, Laws Lawson and Jonathan Large**

**"Review of the GLM9 Management Plan"**

**KARAKIA WHAKAMUTUNGA**

The Chair advised that this would be deferred until the end of the Board Workshop following on from this meeting.

**The meeting concluded at 12.49pm**

**TITLE:** Update on Summer Engagement

**ID:** A1286167

**From:** Auriole Ruka, Kaiwhakahaere Hononga Māori and Sheila Taylor, Kaiarahi - Kaupapa Maori

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### Whakarāpopototanga | Executive Summary

This report outlines the online engagement received over the 2019/20 summer engagement period from mid-December 2019 to 31 January 2020.

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### Tūtōhutanga | Recommendation

That the report 'Update on Summer Engagement' by Auriole Ruka, Kaiwhakahaere Hononga Māori and Sheila Taylor, Kaiarahi - Kaupapa Maori and dated 12 February 2020, be received.

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### Tuhinga | Background

The online engagement portion is just part of a wider summer engagement which included iwi-led face-to-face engagement (for example, beach ambassadors) over the same period. The social media campaign was supported by Te Hiku Media.

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### Ngā tapirihanga | Attachments

Attachment 1: Online Summer Engagement Report [↓](#) 

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### Authorised by Group Manager

**Name:** Jonathan Gibbard

**Title:** Group Manager - Strategy, Governance and Engagement

**Date:** 13 February 2020

## Te Oneroa-a-Tōhē Summer 2019/20 Online Engagement Report






7 February 2020

This report outlines the online engagement received over the 2019/20 summer engagement period from mid-December 2019 to 31 January 2020.

The online engagement portion is just part of a wider summer engagement, which included iwi-led face-to-face engagement (for example, beach ambassadors) over the same period.

### Te Hiku Media Facebook Promotion

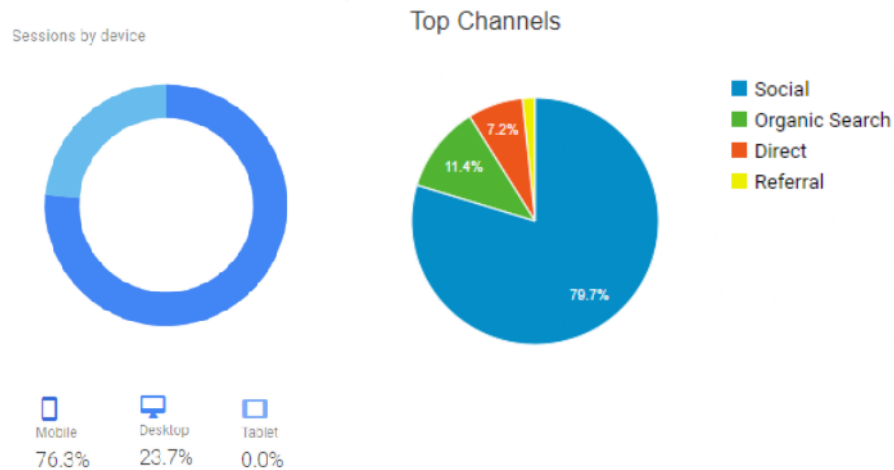
Five paid social media ads were run through Te Hiku Media's channels over the engagement period, in nearly 2,500 engagements in total.

Advertisement	Reach	Engagements	People	Placements/Comment
	PAID: 2,774 ORGANIC: 2,002 TOTAL: 5,656	PAID: 292 ORGANIC: 53 TOTAL: 345 COST: \$0.17	51.3% Women 48.7% Men	47% Instagram Mobile App Feed 42% Facebook Mobile App Feed 6.4% Facebook Desktop 4.3% Facebook Mobile Browser Feed  This was a focussed boost on the Auckland/Northland region, 18-65+, Male & Female. 4 days for \$50 - 23/12/19 - 27/12/19
	PAID: 2,739 ORGANIC: 2,478 TOTAL: 5,217	PAID: 200 ORGANIC: 118 TOTAL: 404 COST: \$0.17	62.8% Women 37.2% Men	59.2% Facebook Mobile App Feed 30.4% Instagram Mobile App Feed 5.9% Facebook Mobile Browser Feed 4.6% Facebook Desktop  This was a focussed boost on the Auckland/Northland region, 18-65+, Male & Female. 4 days for \$50 - 27/12/19 - 31/12/19
	PAID: 4,705 ORGANIC: 3,997 TOTAL: 8,702	PAID: 584 ORGANIC: 7 TOTAL: 591 COST: \$0.09	32.8% Women 67.2% Men	65.2% Instagram Mobile App Feed 29.2% Facebook Mobile App Feed 3% Facebook Mobile Browser Feed 2.6% Facebook Desktop  This was a national campaign, 18-65+, Male & Female. 4 days for \$50 - 2/1/20 - 6/1/20
	PAID: 4,770 ORGANIC: 3,152 TOTAL: 7,922	PAID: 569 ORGANIC: 104 TOTAL: 673 COST: \$0.09	58.1% Women 41.9% Men	51.5% Facebook Mobile App Feed 33.2% Instagram Mobile App Feed 9.1% Facebook Desktop 6.1% Facebook Mobile Browser Feed  This was a national campaign, 18-65+, Male & Female. 4 days for \$50 - 10/1/20 - 14/1/20
	PAID: 3035 ORGANIC: 1107 TOTAL: 4142	PAID: 333 ORGANIC: 111 TOTAL: 444 COST: \$0.11	51.9% Men 48.1% Women	88.4% Instagram Mobile App Feed 9.3% Facebook Mobile App Feed 1.6% Facebook Desktop 0.6% Facebook Mobile Browser Feed  This was a broad national campaign, 18-65+, Male & Female. 4 days for \$50 - 14/1/20 - 18/1/20

## Web Analytics

Over the period from 18 December 2019 to 31 January 2020, there were **nearly 500 page views** of the Te Oneroa-A-Tōhe website home page.

- As expected, spikes in visits to the website were in line with the social media ads going out.
- People visiting the website were overwhelmingly using mobile devices (76.3% mobile vs 23.7% desktop).
- Nearly 80% of those visiting the website came from social channels (likely largely as a result of promotion through Te Hiku Media's social channels).

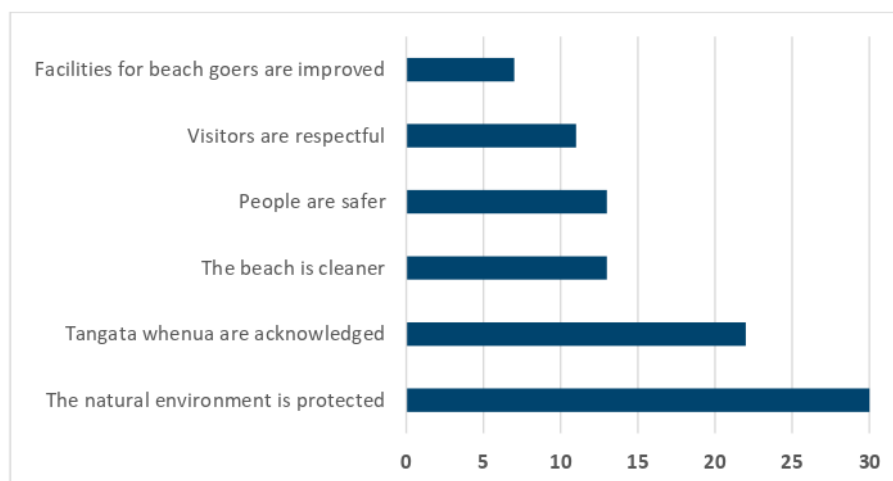


## Online Poll

There were 33 responses to the online poll. The natural environment and acknowledgement of tangata whenua were the top two responses respectively.

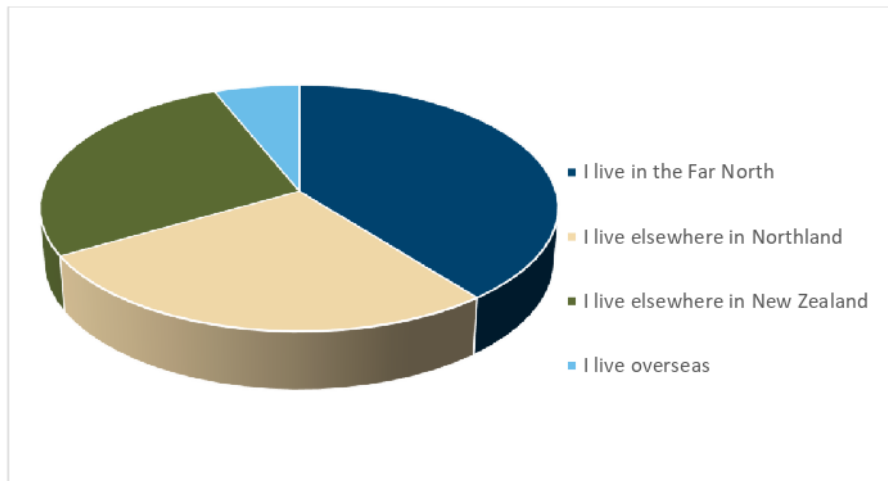
**Which three things are most important for the future of Te Oneroa-a-Tōhe / Ninety Mile Beach?**

*Results based on 33 responses to this question.*



### Where do you live?

*Results based on 33 responses to this question.*



### Photo Competition

Due to a glitch in the system, people were unable to upload photos for the photo competition over the peak holiday period.

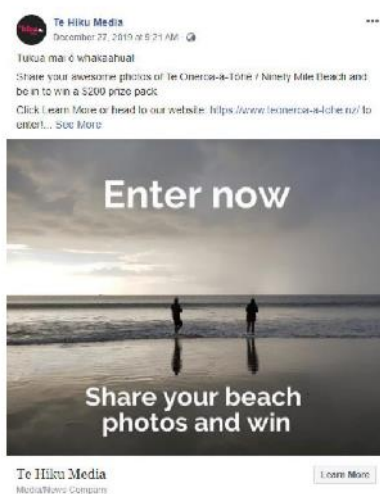
While an extra social media ad was scheduled with Te Hiku Media, potentially those who'd tried earlier got fed up and didn't try again so overall entry numbers ended up at nine.

We were unable to see how many people had visited the photo sharing site over this time to see what the potential conversion numbers might have been.

Encouragingly, the number of votes received by this handful of entries was quite high, with two of the images receiving 84 votes each.

## Comments via Te Hiku Media Facebook Page

The comments received on Te Hiku media's Facebook page are shown below and may provide further context for the beach board to consider.



- John Malloy** I would like fewer vehicles on the beach, but I am only speaking for Ripiro, as I don't know Te One Roa o Tohe well. I suspect that high vehicle traffic is bad for the toheroa, which are not coming back in the numbers we enjoyed in the 60s, despite the rahui. I would also like the rahui enforced, as there is no surveillance at present. Like · Reply · 2w 2
- Kaianuanu Fulivai** Could have a usage charge for entrance but have local iwi and resident rates or passes. Like · Reply · 2w · Edited
- Paiaroha Franks Burns** Te Oneroa-a-Tohe should be treated like an Ariki have rights treated with respect, honour & most of all love ❤️💜 te aroha me te marama 🌈 Like · Reply · 2w
- Shaun Seymour** No more 1080 toxic poison upon our Whenua, in our Water and killing our native wildlife, and contaminating our natural resources Like · Reply · 2w 2
- Nanny Ma** All beaches should come under a more far reaching group of laws protecting this type of environment from human activity Like · Reply · 3w 1
- Janita Boulton** No 1080 poison... especially in our water. Like · Reply · 2w 1
- Ann Johnson** Any Rahui should be adhered to... Like · Reply · 3w 2
- Wino Elliott** Its the "locals" who flog the hell out of the Shell fish etc.. Like · Reply · 2w
- Steve Urlich** lets fight against agenda 21 hope your station is waking people up kiaora' Like · Reply · 3w



- Author  
Te Hiku Media Tēnā tātou - make share you head along to the site and share your whakaaro on the survey!  
Like · Reply · 1w
- Phil Broughton Kai moana marine reserve would be an awesome project, if it's viable. All marae will stand to have some gains from having koura, kina & paua ready for farming, when situations call for it.  
Like · Reply · 1w
- Barry-John Witana Need to educate. Getting a lot of new people in town who don't know or don't care. Mind you, a lot of locals are in the same waka. Iwi Rangers??  
Like · Reply · 1w · Edited
- Joanne Elvis Reti In order for one to enjoy something One must also look after it  
Like · Reply · 1w
- Bill Lee Before there were masses of car on the beach it was alive with shellfish.  
Like · Reply · 1w
- Chriss Taylor It's just a beach ,enjoy it  
Like · Reply · 1w
- Mack Hiku Chriss Taylor That beach is full of food.  
Like · Reply · 1w
- Chriss Taylor Yes. ,enjoy it  
Like · Reply · 1w
- Rueben Taipari It's an ancestor ko te Rerenga wairua. More than just a "beach" too deep to enlighten  
Like · Reply · 1w
- Ngahuia Harawira Chriss Taylor how about we just enjoy your house lol  
Like · Reply · 1w
- Write a reply...
- Ardy Kelly aha te tirohanga anga mua "a vision going forward"  
Like · Reply · 1w
- Bill Lee Well come home guys.  
Like · Reply · 1w
- Cath Hopa-Pioletti Hopefully not under a private company control like the beach board.  
Like · Reply · 1w
- Klaus Jakobs It a long story an a long walk  
Like · Reply · 1w
- Rangimarie Pomare o Te Oneroa a Tohe, mo Te Oneroa a Tohe rain?  
Like · Reply · 1w
- Like · Reply · 1w



- Doris Carillo** Space, silence, serenity! 🌊🌅🌅  
Like · Reply · 1h
- Sanz Cheryl** So much to appreciate in this photo  
Like · Reply · 16h
- Marie Ricketts** Lovely TYxxc  
Like · Reply · 21h
- Cushla King** Super Super Beautiful 🌊  
Like · Reply · 17h
- Sam Rerekura** Whārō - Te Whārōrō ā Kupe = whārō or whāroa to stretch out your leg as if stuck in the sand. To lengthen or stretch out your leg. Similar to toro o ringa - stretch out your hands, or reach out  
Like · Reply · 3d
- Poj Nopera** Sam Rerekura tena koe, katahi ano kia rangona ki tenei whakamahuki mo Wharo. Mohio ke atu ki te korero i puta mai mo Tohe me tana mahi wharoro i te one  
Like · Reply · 3d
- Sam Rerekura** Poj Nopera ko Kupe to mua mai tohe tōmuri iho  
Like · Reply · 3d
- Sue Forgan** Stunning  
Like · Reply · 3h
- Roxana Jones** Alison Kay Grey  
Like · Reply · 1d
- Eva Poi** Eddie Walker  
Like · Reply · 2d
- Micheal Morobus** tell the truth its not bloody ninety miles long at all  
Like · Reply · 2d



(posted 14 Jan)



**Clinton Rangi** Selecting between 1 - 3 of the 6 options provided isn't having your say, and yes I did attend two of the beach hui that were held in Te Hiku.

Like · Reply · 3w



1



Author

**Te Hiku Media** Kia ora Clinton - these options were developed from those hui and the survey is to understand the community priorities to support planning for the future.

Like · Reply · 3w



Top Fan

**Evelyn White** Replace vehicles with horses - houkainga enterprises?

Like · Reply · 2w



2



**Jill Tahere** Tangata whenua who hold mana whenua over this coastline should be at the forefront of this initiative as main stake holders and not just being acknowledged. When the term "community" is used this opens up too many loopholes for Property Developers to influence the bearaucratic organisations in developing this coastline for the very wealthy. While this may not be in the pipeline, rest assured no doubt the wheels are turning in the background of where this could ultimately end up and opening the coastline up for development - not for tangata whenua but for wealthy people wanting property in the last remaining untouched part of paradise.

Like · Reply · 2w



1



**Steve Urlich** kao te tahae of kaimoana from ahipara by loaders kino te contractors ?

Like · Reply · 2w



2

**TITLE:** Financial Report

**ID:** A1286184

**From:** Rachael King, Board Secretary

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### Whakarāpopototanga | Executive Summary

The purpose of this report is to provide the financial statement of the Te Oneroa-a-Tōhe Board for the period ending 31 January 2020.

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### Tūtohutanga | Recommendation

That the report 'Financial Report' by Rachael King, Board Secretary and dated 12 February 2020, be received.

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### Tuhinga | Background

A detailed Financial Report is provided as Attachment 1.

In summary, to date the Board has expended \$121,972.07 from the following funds:

- |                           |           |                        |
|---------------------------|-----------|------------------------|
| 1. Board Operational Fund | \$150,000 | \$110,717.91 remaining |
| 2. Plan Development Fund  | \$250,000 | \$167,310.02 remaining |

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### Ngā tapirihanga | Attachments

Attachment 1: Financial Report - as at 31 January 2020 [!\[\]\(b65ff707ec4d1ab514bcb3ba54feee42\_img.jpg\) !\[\]\(60d971115f462cad1b279b278d11a141\_img.jpg\)](#)

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### Authorised by Group Manager

**Name:** Jonathan Gibbard

**Title:** Group Manager - Strategy, Governance and Engagement

**Date:** 13 February 2020

Actual Income and Expenditure as at 31 January 2020 (NZ\$ GST exclusive)		TOTAL (A/c 00-6259)			OPERATIONS (CC4701)			PLAN DEVELOPMENT (CC4702)		
		Income	Expenditure	Fund Balance	Income	Expenditure	Fund Balance	Income	Expenditure	Fund Balance
OPENING BALANCE - 1 JULY 2019				329,427.07			120,843.90			208,583.17
Income										
1	Interest July 19	459.67			169.35			290.32		
2	Interest August 19	457.33			166.61			290.73		
3	Interest September 19	440.24			160.76			279.48		
4	Interest October 19	436.80			158.33			278.48		
5	Interest November 19	425.52			150.76			274.76		
6	Interest December 19	417.56			154.72			262.83		
7	Interest January 20	441.32			154.94			286.38		
				3,078.44			1,115.46			1,962.98
Less Payments										
2	PR 1255 Monthly Aug 2019 Jilla Commitments TOT board		550.00			550.00				
2	PR 1255 Monthly Aug 2019 Jilla Commitments TOT board		360.00			360.00				
2	19-07 Room Hire TOATB Board Meetings Charitab		86.96			86.96				
2	19-07 Room Hire TOATB Board Meetings Charitab		176.54			176.54				
2	31-07 Air NZ Travelcard		952.00			952.00				
2	31-07 B&A Consultant service		4,608.22			-			4,608.22	
1	18-07 BrandStand NZ TOATB 2 Pull up banners		1,189.55			-			1,189.55	
1	11-07 CaldersTOATB Booklets		225.29			-			225.29	
2	04-07 TOATB OfficeMax17678829		1,176.70			-			1,176.70	
2	22-07 TOATB OfficeMax17742268		30.72			-			30.72	
2	22-07 TOATB OfficeMax17742268		30.72			-			30.72	
2	22-07 TOATB OfficeMax17742268		38.45			-			38.45	
2	31-07 TOTAB Consultation (Inv # 0732)		104.35			-			104.35	
2	20-08 Houhora Big Game food (Inv# 409)		300.00			-			300.00	
3	TOATB Northland Rentals		517.30			517.30				
3	26.08.2019 TOATB		850.00			-			850.00	
3	Catering - TOATB - Feb 2019 Te Ahu Charitab		214.37			-			214.37	
3	Room Hire Te Ahu Charitab		86.96			-			86.96	
3	Catering - TOATB - 22 March 2019 Te Ahu Charitab		233.04			-			233.04	
3	Room Hire Te Ahu Charitab		86.96			-			86.96	
3	Catering - TOATB - 24 May 2019 Te Ahu Charitab		108.70			-			108.70	
3	Room Hire Te Ahu Charitab		86.96			-			86.96	
4	30-09 TOATB Haami Pripri flights		1,111.73			1,111.73				
4	PR1264 Monthly Oct 2019 jilla Committee TOAT Board		2,750.00			2,750.00				
4	PR1264 Monthly Oct 2019 jilla Chairman TOAT Board		1,440.00			1,440.00				
4	PR1264 Monthly Oct 2019 jilla Mileage TOAT Board		417.09			417.09				
4	30-09 Consultancy Services		7,427.00			-			7,427.00	
4	30-09 Catering - TOATB - 20 September 2019 Te Ahu Charitab		130.44			-			130.44	
4	30-09 Room Hire Te Ahu Charitab		86.40			-			86.40	
5	31.08 B&A Consutant Recharge		3,569.57			-			3,569.57	
5	11.07.2019 TOARB Consultation Print 282021		225.29			-			225.29	
5	Catering Te Ahu Charitab		160.87			-			160.87	
5	Room Hire Te Ahu Charitab		86.96			-			86.96	
5	Haami Pripri TOATB		1,059.83			1,059.83				
5	PR1269 Monthly Nov 2019 Jilla		550.00			550.00				
5	PR1269 Monthly Nov 2019 Jilla		360.00			360.00				
6	PR1273 Monthly Dec 2019 Jilla		550.00			550.00				
6	PR1273 Monthly Dec 2019 Jilla		360.00			360.00				
6	TOATB Online Photo portal		2,000.00			-			2,000.00	
6	Consultancy services 2019 to 2020		4,855.42			-			4,855.42	
6	Consultancy services 2019 to 2020		6,435.94			-			6,435.94	
6	TOATB campaign work Level		3,820.00			-			3,820.00	
6	TOATB Printing cost		510.57			-			510.57	
6	TOATB Summer Engagement plan		1,739.14			-			1,739.14	
7	Distribution of TOTAB consultant docs Media New		2,810.62			-			2,810.62	
7	2510529 FM lever Arch File-Purple officemax		6.91			-			6.91	
				(54,477.57)			(11,241.45)			(43,236.12)
ACTUAL CLOSING BALANCE		\$ 3,078.44	\$ 54,477.57	\$ 278,027.93	\$ 1,115.46	\$ 11,241.45	\$ 110,717.91	\$ 1,962.98	\$ 43,236.12	\$ 167,310.02