



AGENDA

Auckland BID meeting

To be held 10am, Thursday 13th February 2020

Otago Youth Space, 12-16 High St, Otago, Auckland

10.00am – 10.15am - Meet & Greet

10.15am – 10.30am – Welcome, talk from Richette about the Otago BID and to "meet the team". Tracey opened up the event with a welcome and brief talk about the day, the reasoning and what we were looking forward to for the day. Richette welcomed everyone to Otago and introduced her team including her Security Team Mealamu Security and The Chair of the Otago Business Association Raj Lal.

10.30am – 12.00pm - Discussion from points raised by BID managers

Topics

- **Richette – Otago – CCTV, Security and Crime Prevention**
Richette talked about Otago, their Security and CCTV. Otago has 7day Security made up of static guards and mobile patrols working both day and night. Otago has a CCTV network of over 80+ cameras funded and operated by the Otago BID. Richette is happy for anyone to contact her in regards to CCTV, Security or Crime Prevention.
- **Vanessa – Hamilton – Promotions (judging) & Masterplans**
Vanessa went into detail in regards to the ever-evolving Hamilton Master plan/s she talked about achievements, partnerships and obstacles especially with the difficulty of plans constantly changing or new plans be overwritten. Vanessa is happy to discuss Masterplans and successful marketing and event planning with those interested.
- **Hellen – Orewa Beach – Events and council permit requirements**
Hellen went into detail in regards to the issues, obstacles and costs around securing AC event permits especially in regards to Waste Minimisation. The expectation is enormous and, in some cases, almost unachievable. There was a lot of talk around the table in regards to this and it was suggested that those that were interested could get together to submit a group submission to AC by way of the upcoming / open consultation. Those that want to discuss this further can contact Hellen.
- **Amanda – Onehunga – Workplace Health & Safety and database management.** Amanda explained Onehunga had gone through a lengthy process in regards to workplace health & safety policies and database management including mail chimp and email notifications. She offered to share her knowledge and supplier details with anyone that was interested. Other members talked about their successful ways of communication e.g., E-text, free call and short code numbers.
- **Sharlene – Waiuku – Promotional ideas.** Sharlene started a great conversation around successful events and promotions. She started with explaining some of the successful promotions they host in Waiuku. We then went around the room and other people shared their successful events, promotions and marketing ideas. some ideas around the room included, windows display

competitions, business of the month / business of the year. 12 days till Christmas, treasure hunts, famous people or team visits, ground games ie chess, bean bags, free wifi, auctions (with donated goods from businesses) midnight madness, shop n win and search and win.

- **Robynne – Te Atatu Peninsula – Strategic Plans.** Robynne explained for some BIDs the costs of externally made strategic plans is often unaffordable. Robynne explained her background and experience in the area. Robynne presented the BID managers a written proposal to create strategic plans and reviews along with pricing. Those that are interested in talking further to Robynne can contact her directly.
- **Jane – East Tamaki – Member Engagement.** Jane explained how GETBA differed from many BIDs as they had no retail and as their catchment was commercial / industrial Jane was able to talk about the success they have had with Business Breakfasts and member engagement events with great topics including employment law, health and safety and production. Jane was especially impressed with the uptake within businesses to take ownership of the events. Jane explained it was a lot of work and when launching member events, you may have an empty room for a while but over time people will engage and the numbers will grow. Have good topics and be consistent.
- **Kendyl – Pukekohe – Commercial and Industrial member benefits.** Kendall asked if anyone had any good member benefits especially for the non-retail sectors. Kendall then talked about successful member engagement concepts Pukekohe had come up with including her \$500-member subsidy grant. Everyone was really interested as it was such a great idea. There was further talk around member benefits and making sure all members retail and commercial (for those that have commercial) have an equal member benefit opportunity.

1200pm – 12.30pm - Carl from Whale Tail presented on the Whales Tale promotion in March 2021. Many BIDs are interested and are looking at funding paths to secure a Whales Tale for their area.

12.30pm – 1.30pm – Lunch and Networking – This was a great opportunity for everyone to mingle and chat about things discussed during the discussion time.

1.30pm – 2.30pm - **Otahuhu Town Centre Tour**

The tour will include the following topics: (10mins per topic)

- Retail vs Commercial
- Town Centre Upgrade
- Historic vs New builds, including earthquake prone buildings
- Business mix
- Landlord empathy in relation to building maintenance
- Business presentation
- Bylaw management including display of goods
- Boarding houses
- Pop up activations
- Otahuhu Business Association CCTV camera and office

Those that were interested and /or had time went on a sunny walk of the Otahuhu Town Centre and heard ... and saw ... some of the daily occurrences in Otahuhu. It was nice to share stories, experiences, similarities and discuss topics as we walked.

2.30pm Home time 😊