



BID Update newsletter

For local boards and business associations operating Business Improvement District (BID) programmes in Auckland's town centres and commercial precincts.

Working together with



In this issue, we link you to the popular presentations delivered at April's BID networking meeting and invite you to May's session.

We explain why a board charter is a must-have for BID committees, including conflicts of interest provisions.

Among the various topics we cover this month are Māngere's holistic approach to homelessness, an organic perspective on board recruitment and a winning team effort in governance training.

Finally, we speak with George Wood and Bernie McCrea about their respective contributions to BID programme success.

Don't forget that you can visit <https://bid.aucklandcouncil.govt.nz/news> and scroll down to **BID Update** newsletters to read previous editions.

Key Links

May 2018

[Auckland Council](#)

[BID news](#)

[BID policy](#)

[Useful documents](#)

[Email the BID team](#)

BIDs share marketing insights



Kate Cleaver

Heart of the City's Head of Marketing **Kate Cleaver**, *pictured*, and Town Centre Manager for Milford and Browns Bay, Murray Hill, shared valuable marketing insights during April's BID networking meeting.

Heart of the City's Social Media Journey was the subject of Kate's excellent presentation, [click here](#).

Murray shared his experiences including strategies for attracting tenants to fill empty shops, [click here](#).

Thanks again to Kate and Murray.

Getting your voice heard



Gary Holmes

This month's BID networking meeting will feature three town centre managers sharing their proven strategies on advocacy, collaboration, working with local boards and embracing diversity.

With the theme "Getting your voice heard", Chris Sutton (Panmure), Megan Darrow (Ellerslie Village) & Gary Holmes (various) are lined up to present on Monday, May 21 – 10am-midday – 135 Albert St.

- See our [2018 calendar](#) – we've listened to your BID survey feedback, selecting subjects and speakers to suit.

Why a board charter's a must-have



A board charter sets out the authority, responsibilities, membership and operation of an entity's board (governing committee).

A key governance document, it should sit alongside the constitution (rules of the society) and must include a section on conflicts of interest.

A board charter is simply best practice and proves invaluable when difficult situations arise.

It is also a requirement of the BID Policy 2016.

When conflicts of interest arise



Business associations must address conflicts of interest before they become a serious concern. Conflicts of interest can involve the business association, both governance and management, or local board members.

We have covered the issue in our BID Policy see [Conflicts of interest and resolutions in the Policy Operating Standards \(PDF 920KB\)](#).

The conflicts of interest provisions are the most important part of any board charter.

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View from the Chair

Bernard McCrea, Rosebank Business Association



Bernie McCrea



Bernard (**Bernie**) **McCrea**, *pictured*, says the biggest governance challenge he's faced while on the Rosebank Business Association committee is running a small-scale entity that faces most of the same issues and reporting rules of much larger enterprises.

"The big issue is striking the balance of a business (association) that's small in numbers, but still has the requirements of a large NGO (Non-Government Organisation)," he said.

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Local board insight

George Wood (Chair, Devonport-Takapuna Local Board)



George Wood, *pictured*, recently assumed the chair of the Devonport-Takapuna Local Board.

In doing so, he took back his old seat in the former North Shore City's mayoral office, now part of the local board offices in Takapuna.

A former three-time mayor shoreside and two-term Auckland councillor, George represents his local board on the Takapuna Beach BID governance committee.

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Organically recruiting board members. . .



Dave Fearon describes as 'organic' his shoulder-tapping approach to finding new blood to serve on the boards of the Māngere Town Centre and Māngere East Village business associations.

Dave's years as a BID programme manager have taught him many things, including sustainable ways to identify and recruit board members.

In fact, so successful has he been that he's never had to hold an election for either business association.

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... and efficiently training them



Toni van Tonder (Devonport), Murray Hill (Milford & Browns Bay) and Terence Harpur (Takapuna Beach) pooled their resources recently to hold a joint governance training course for their business associations' new board members.

Murray arranged for Judy Whiteman to deliver a 90-minute workshop which focused on the role of governance and how it differs from management.

Terence hosted the breakfast time event at his office in The Strand.

[READ MORE](#)

Holistic approach to homelessness



Toni Helleur works at the Māngere Town Centre and Māngere East Village helping youth, homeless and beggars.

Source: TŌ TĀTOU TĀMAKI MAKAURAU **OURAUCKLAND**

While we were on the phone to Dave Fearon, we asked him about the new, local board-backed, community-based approach to addressing the related issues of homelessness and begging in Māngere.

A [recent article](#) in **OURAUCKLAND** highlighted the holistic approach to working with Māngere's homeless.

Dave reports that the introduction of Toni Helleur, *pictured*, is helping both the people involved and improving the shopping experience.

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Investing in a safer Papakura



Source: TŌ TĀTOU TĀMAKI MAKAURAU **OURAUCKLAND**

Helping people feel safe is at the heart of Papakura Local Board's decision to invest in a project to upgrade the public safety camera system in Papakura Town Centre.

It recently [agreed to provide funding towards the upgrade](#), a project being led by the Papakura Business Association.

The goal is to create a vibrant and prosperous metropolitan centre by improving safety and security.

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Reporting back

BID Compliance reports to Local Boards

✓ RECOMMEND target rate

Staff are satisfied that BIDs are in substantial compliance with policy reporting requirements. . .

In every case, we have given the green light to help get BID targeted rates approved for the next (FY18-19) financial year.

For our part, the BID programme team has recommended to 18 local boards that they, in turn, recommend to the governing body (mayor and councillors) to strike all 48 BID targeted rates. This will allow all BID-operating business associations to continue their good work after July.

While some 'BIDs' were not fully compliant with the BID Policy, these lapses were not considered significant enough to pull funding for next year.

Rolling out Smokefree Policy al fresco



Our Smokefree Policy aims to improve the health and well-being of Auckland's communities by reducing the prevalence of smoking and de-normalising smoking behaviour.

A key part of our Smokefree Policy is to make outdoor dining areas smokefree in the restaurants, bars and cafés that have a licence with council to use the footpath and/or public space.

We have added a smokefree requirement to the annual outdoor dining licences which will come into effect when that annual licence gets renewed.

For most restaurants, bars and cafés this will take place in August. For others, it will be on their renewal date. We will email BIDs directly with details.

[READ MORE](#)

Rose reports from cultural festival



Embracing diversity

Rose Cosgrove, *pictured*, says she engaged with local business owners at the recent Auckland International Cultural Festival.

The Auckland Council [event](#) was held on Sunday, 8 April at Mt Roskill.

“This was another way that council engages with our diverse communities,” said Rose, the BID programme team’s Relationship Specialist.

[READ MORE](#)

Auckland Economic Update



[Monitoring Research Quarterly, April](#)

Check out Auckland's latest economic data:

- [Knowledge Auckland](#)
- [Chief Economist Unit](#)
- [Auckland Index](#)

The BID Apple – New York



BIDs have been at the core of the *Big Apple*, New York, for two score years and more.

For more than 40 years, New York's business improvement districts have been valuable and proven partners across the five boroughs.

Together, they help make neighbourhoods cleaner, safer and more vibrant.

The city's 75 BIDs – America's largest BID programme – service around 93,000 businesses and invest over \$147 million into local economies.

- Read the 2017 report [here](#).

BIDS IN BRIEF



Check out Remuera's new campaign

- Remuera's *Live Life Local* campaign. . . [more](#)
- Bath BID's awash with good ideas . . . [more](#)
- Belfast's booming in a good way ... [more](#)
- Going **Knuts**ford for a BID...[more](#)
- BID education, Wisconsin-style. . . [more](#)

Send us your stories, photos and feedback!

This e-newsletter was sent from Auckland Council's BID Programme Team, Governance Division, Level 25, 135 Albert St, Auckland.
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