



**HEART OF AUCKLAND CITY**

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**HEART OF THE CITY AGM – 19<sup>th</sup> October 2010  
Minutes**

Heart of the City Offices  
Level 2, 26 Lorne Street  
Auckland CBD

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**Meeting declared open at 8.36am**

**1. Apologies**

Apologies were received from

- David Kennedy
  - Michele Stanton
  - Naomi Bicino
- 
- Peter Cammell put out the motion that these apologies be accepted.
  - Motion seconded by Gary Langsford
  - Motion carried unanimously

**2. Minutes**

- Peter Cammell proposed to approve the minutes of the last AGM 20 October 2009.
- Motion moved by Terry Gould
- Motion carried unanimously

**3. Board Nominees**

Alex Swney presented the 2010/2011 board nominees

- Peter Cammell
- John Courtney
- Terry Gould
- Gary Langsford
- Allan Matson
- Jason Copus

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- Callum Mallett
- Chris Cherry
- Jason Patel
- Marion Kerepeti Edwards

#### **4. Chairman's Report**

The Chairman's Report was presented by Peter Cammell (ref Appendix 1).

#### **5. Election of Executives**

- Alex Swney presided over the election of officers.
- The following nominations were called and requested to stand identifying themselves:
  - Peter Cammell
  - John Courtney
  - Terry Gould
  - Gary Langsford
  - Allan Matson
  - Jason Copus
  - Callum Mallett
  - Chris Cherry
  - Marion Kerepeti Edwards
- Alex Swney called for the Ballot Papers to be destroyed
- Motion seconded by Roly Potter
- Motion carried unanimously

#### **6. Financial Report**

- The Financial Statements for the year end 30<sup>th</sup> June 2010 were presented to the meeting by Jason Copus (ref Appendix 2).
- Matters Arising
  - Discussion was raised from the Heart of the City membership regarding Heart of the City's retained earnings. The membership wanted to know how these earnings could be used to benefit the members.
  - Jason Copus told membership that the decision to keep the retained earnings was for the uncertainty in the market and as a back-up in case a quarterly grant from Auckland City Council was not received. Jason also noted that Heart of the City were legally obliged to under their constitution.
  - Discussion from the members then moved towards the attractiveness of the CBD and the need for the new Supercity to lift the CBD environment.

- Alex Swney discussed with the membership the importance of the CBD in the new Supercity and the importance of working with the new Waitemata councillor.
  - Jason Copus mentioned some of the various activities which Heart of the City has undertaken and discussed the role of the new Heart of the City Centre Manager.
- Peter Cammell requested that all questions be kept and then raised in general business.
  - Peter Cammell moved that the Financial Report be accepted.
  - Motion seconded by John Courtney
  - Motion carried unanimously

**7. Appointment of Auditor**

- Peter Cammell moved that the auditor's Grant Thornton be re-appointed for 2010/2011 financial year
- Motion seconded by Jason Copus
- Motion carried unanimously

**8. Additional comments made by Chairman Peter Cammell**

- Please refer to Appendix 3

**9. General Business**

Peter Cammell opened the floor for general business.

- The issue of parking in Auckland City was raised from the Heart of the City membership and centred around encouraging customers to come to the city with a parking offer.
- Alex Swney said the one of the main issues with parking is that it is a perception issue – that parking in the city is more expensive. Alex assured the membership that it is a current worksteam for Heart of the City that Heart of the City was funding a joint research project with council with the intention to create a long term parking offer which would be sustained.

**Meeting declared closed at 9.35am**

## **Appendices**

### **Appendix 1**

#### **The Chairman's Report**

##### Chairman's Report – HOTC AGM 2010

Good morning.. it's my pleasure to welcome you all here this morning.

Within my report I intend to cover the activities of the 2009/10 year, share an insight into the work-streams we have underway and bring you up to speed on the direction the board has set for the next year and beyond.

I was elected to this role in December 2005. Over this time the board has supported me as we continue to evolve this organisation – something that is important to do as we respond to a changing environment, not least of all a new city governance structure and an extremely challenging economic environment.

As members you should take great comfort from the fact that HOTC is a professionally run organisation with good systems and a track record of achievements under its belt - our Treasurer Jason Copus will be reporting later on our clean bill of health and another unqualified auditor's report.

With the arrival of the Super city we are entering into uncharted territory so it is doubly important that we are standing on thick ice – in the way that we are organised and structured but also in the way that we develop and promote our plans for the direction of the heart of our city.

Over time we have developed strong relationships with groups and businesses, who trust our ideas, and have sufficient confidence in our plans to financial partner many of our initiatives.

This year we reviewed our strategic plan. We recognised the changing political environment we will be operating in and placed more emphasis on our research and advocacy role. We have a reputation for championing substantial and sophisticated city building ideas that do

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not always meet the shorter term calendar that exists in a political environment. To do this we need a wide range of relationships and to work them consistently from a sound and professional platform and I am confident that we have established this.

Obviously Council is our most important partner and under the new super city this is likely to become even more apparent and, as we know, such a large bureaucracy is often hard to fathom and difficult to move but they do have a huge bearing on the work that we do. We may not agree on everything; however we can be trusted to be consistent. We have found that this has assisted us over the years to work with administrations of many different colours and we are confident this will hold us in good stead as we move into this new political landscape.

Of greatest concern to us is a widely held belief that too much ratepayer's money will be expended in the CBD and there will be many competing agendas to divert expenditure away from the city.

We are already working with many within this new council to correct this misinformation. The reality is something quite different – currently our membership pays the highest rate in the dollar to council and in doing so subsidises suburban expenditure. Compounding this we have also elected to pay a CBD targeted rate – in effect a rating premium – to complete streetscape upgrades that had not budgeted for out of the general rate – sure we do this for the betterment of our business environment but the reality is that we are the shop front for our city and no other town centre has to impose such a rate on itself.

Our operating budget of just under \$4.1 million may look large to many from the outside, but it is important to note that of the 45 Main-streets in the greater Auckland region that our rate in the dollar is the smallest by far ... and even more importantly, that Council funding, while significant, comprises less than 80% of our total income – the balance of our funding is received from private sector partners.

Leveraging partnerships is one of the key strengths of our organisation.

It's no surprise to anyone that we have firm views on the CBD rates differential and the application of targeted rates. The cost of parking in the city and the implementation of Queen St bus lanes are also important to us and how we integrate access and the parking offer with the public transport offering. No one has the expectation that we will lie down on these issues... and we won't ... but we do always set out to find areas where we can leverage our common interests. Rather than looking at problems in isolation, we develop and promote solutions to these big issues.

Down on our waterfront we have seen been heavily involved in the very public debate surrounding the Ports activity, the stadium, party central and the cruise ship terminal. Of course we recognise the importance of a working waterfront and the economic justification of a successful port but we will not shirk from asking the hard questions few others seem willing to ask. We will continue to champion a new economy on our waterfront and the potential alternative activators that can enhance our access to the CBD waterfront.

Our support for placemaking here in the city is no secret and we have been strong supporters of the plans for some shared space in the city. The debate between cars and pedestrians has reached a tipping point – there seems to be widespread understanding that if you plan for cars that you will get cars – or should I say congestion. We have driven the diversion of targeted rate funding towards 3 shared space developments at Elliott St, Darby St and Fort St and Fort Lane. At the heart of these plans is the need to build places rather than traffic thoroughfares and mitigate this with parking offers where there is ample capacity. These will be completed before August 2011.

Two years ago we were on the verge of losing one of the last vestiges of our traditional Christmas – Santa on the Whitcoulls corner. We stepped in and resurrected and refurbished him and returned him to his former grandeur and last Christmas we added further to this Auckland icon by building the reindeer that used to prance alongside him when he was on the original Farmers Building. This is a metaphor for how we work – we have developed an idea, sought private sector partner funding – in this case Farmers and Whitcoulls - and tied it into our heritage program while also seeking to leverage economic gain by promoting his return over the crucial Christmas trading period.

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So, as you can see our fingerprints are over a many and varied range of activities and today I would like to comment on a few additional issues that we have targeted for the upcoming year:

Leading out it should be no surprise that I focus my comments on our biggest project of the past 2 years and how its success has such a big upside for our membership - that is of course the BIG little city campaign. This was a collaborative process with Auckland City and 19 private sector partners.

This was the second year of this campaign and as you would expect we have refined it further. Most of our partners were back in plus a few new ones.

We broadened the offer and also grew a new leg with the introduction of BLV's. These were the talk of the town. When we first launched 100 city vouchers were grabbed within an hour – by week 2 when people realised how hot they were they were all going in under a minute. We were definitely onto a winner. Retailers were lining up to provide a huge range of city offers. All up over a thousand vouchers were snaffled up.

These were an opportunity to showcase the best of the city and to create some buzz about the quality and breadth of the city offering – it most definitely wasn't a discount grab but a high quality promotion.

On the finale grab page hits to the BLC site hit 70,000 - a success by any standard and one that is impossible for us not to grow from next year.

Interestingly this year we spent 40% less on media yet independent research has confirmed that our awareness hasn't declined in any way – surely an example of working smarter rather than harder – although many in the team would say that corralling over 1000 city offers was anything but easy.

The results have been a credit to Michele and her team. This proposition has now been so well received that we see it as being a great starting point for a renewed partnership with the reconfigured TA entity within the supercity. With the results we have delivered we remain fully committed to a better integrated visitation promotion of our city and the logical focus of that being here in the heart of the city.

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Of course all of this is built on the back of what we call 'business as usual.' This is the 12 Ambassador staff who will be growing another arm and a leg with the introduction of Segways to further enhance the service they deliver.

Our commitment to making the city safer continues to expand with our 7 person security service based here in our offices. They now do a morning sweep through the city to get it ready for business and we have additional evening patrols from Wednesday to Saturday that work hand in glove with the Police as they run a nearly seamless integration with the downtown police call centre.

364 days a year our free City Circuit bus service continues to run at capacity carrying over 14500 passengers every week – week in and week out. This patronage represents almost maximum capacity and is the reason we are on the verge of agreeing on an expanded 6 bus service integrated into a reconfigured Link bus service.

Looking forward we have 3 new initiatives on the verge of being delivered.

We are well advanced in the process of recruiting a retail manager. The review of our strategic plan revealed a need to better connect with our stakeholders and to put all of our 'tyre meets the road' workstreams under one hat. We work with and develop precincts within the city – at Elliott St, Britomart and the Arts precinct and are in the process of developing a partnership with a High St precinct. We also have a need to connect better with our commercial stakeholders up the tower blocks and this will be the first cab off the rank for the person we appoint to this position. As we talk recruitment for this position is well advanced.

The recent NZ Herald campaign re the St James Theatre has heightened awareness to an issue that we here at HOT City have had a long standing involvement in – heritage. This is a key differentiating issue for us and it is for this reason that we have made a substantial financial commitment to a heritage audit of the CBD and the development of a suite of measures that will make the protection of the heritage stock that we do have much easier and the cost more equitably shared between the private and public sector.

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The third major initiative we have will be no surprise – it's 2011 and Auckland has a RWC tournament to host. We are expecting 80,000 additional visitors into our city. Party Central on Queens Wharf and the refurbished Aotea Centre will bookend the city offering. We are well advanced in our implementation of a plan that will activate our city between these 2 pillars of the RWC party. We need to remember that less than a third of the visitors to our city at this time will be viewing the matches at Eden Park – most will be watching it here in the heart of our city and it is our intention to maximize this opportunity.

So, as you can see we are working over a wide spectrum of activities with many balls in the air. It is always exciting in the heart of the city and we look forward to keeping up the good fight on your behalf.

and keep the pressure on ourselves to do even better.

I thank the Board and the HOTC management team for their support of this agenda. Reform has been initiated, and debate has tested our direction and focus. As I said earlier, we certainly aim to, and I believe that we do, punch above our weight on your behalf... but the most exciting thing is the huge potential that this organisation has - especially within the new Auckland governance structure - and the constructive way in which we go about championing its importance.

I close thanking you for your attendance today but not before I acknowledge Michele Stanton who has decided after 6 years on our Board and three as Deputy Chair not to stand for re-election this year.

Michele has other Directorship responsibilities and is looking to expand on these. Michele has been my second in charge and provided the structural discipline that most shirk from but is so important in successful organisations. It goes without saying that we will miss her – at both a professional and personal level. Michele is a rare talent and we would encourage anyone seeking the services of an experienced and professional director to look no further. Michele we are stronger – much stronger – for your invaluable contribution and today we thank you for your contribution. Our best wishes go with you.

## Appendix 2

### Financial Report Treasurer's Report

#### Statement of movements in equity for the year ended 30 June 2010

	This Year	Last Year
Equity at Start of Year	1,224,513	1,179,915
Net Surplus for the Year	<u>389,753</u>	<u>44,598</u>
Total Equity at End of Year	<u>1,614,266</u>	<u>1,224,513</u>

#### Statement of financial position as at 30 June 2010

	Note	This Year	Last Year
<b>Equity</b>			
Retained Earnings		1,614,266	1,224,513
<b>Current Liabilities</b>			
Accounts Payable		241,116	764,494
Income Accrued		<u>153,125</u>	<u>4,110</u>
		<u>394,241</u>	<u>768,604</u>
<b>Total Equity &amp; Liabilities</b>		<u>2,008,507</u>	<u>1,993,117</u>
<b>Current Assets</b>			
Cash & Deposits		1,338,420	1,359,607
Prepayments & other Receivables		73,508	133,725
Accounts Receivable		<u>36,509</u>	<u>44,207</u>
		<u>1,448,437</u>	<u>1,537,539</u>
<b>Non Current Assets</b>			
Property, Plant and Equipment	4	560,070	455,578
<b>Total Assets</b>		<u>2,008,507</u>	<u>1,993,117</u>

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### **Appendix 3**

#### **Additional Chairman's Comments**

Additional comments post election:

I have decided to stand down as Chair from today.

I have enjoyed every minute of my time as Chair. Here are a few of the successes that I am pleased about:

- BLC and having the courage to go it alone
- Learning how to influence politicians when decisions really count eg. We lost the Stadium debate, we have partially won the Tank farm, and we won Queens Wharf
- Consensus decision making. The Board discusses, challenges and resolves until we have consensus, negating the need to vote.
- Persuading management and board members that Strategic planning is important and takes time, but that a careful process and resultant plan gives management clear direction
- Achieving the balance that good Governance requires. We are practical rather than 'ticky box'
- Our courage as an organization to 'do the right thing' when it comes to making our streets safer, finding a use for our built heritage, improving our atmosphere through clean streets and lighted building facades
- Awesome events that make us feel good about being 'in town' eg. Cow parages, co-existence and Buskers festivals
- The incredible people I have worked with:

Alex, Michele Beaton, Werner and his team, and of course our Board. Terry Gould, John Courtney, Jason Copus, Allan Matson, Callum , Aaron Bhatnagar, Clint Bowerman and Michele Stanton.

Thank you it has been a privilege to serve.

My advice to the next Chair is to:

Engage with your minority groups, get more women around your Board table, improve your 'conversations' with Members and don't get distracted from implementing the strategic plan.