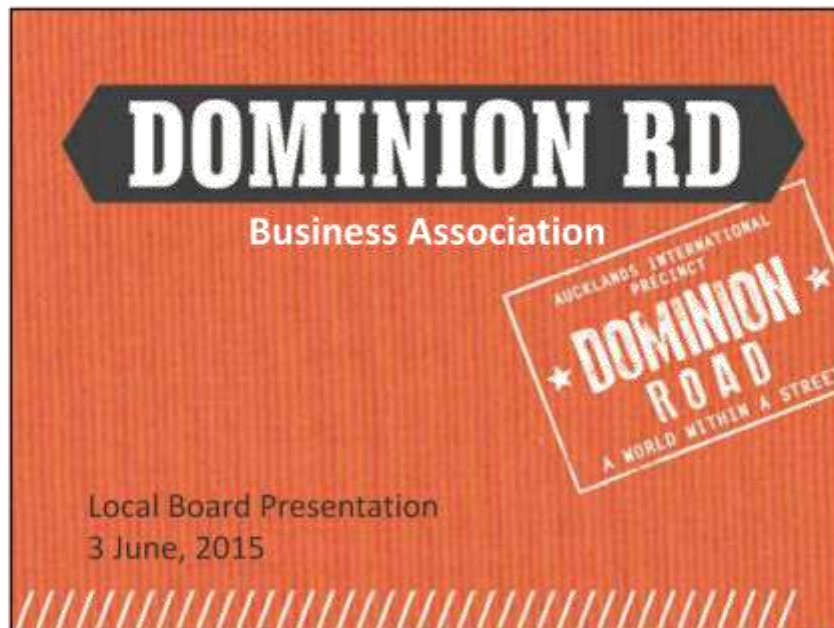


Date: Wednesday 3 June 2015
Time: 3.00pm
Meeting Room: Albert Eden Local Board Office
Venue: 135 Dominion Road
Mt Eden

Albert-Eden Local Board

OPEN MINUTE ITEM ATTACHMENTS


ITEM	TABLE OF CONTENTS	PAGE
9.1	Dominion Road Business Association Activities Update	
	A. Powerpoint Presentation: Dominion Road Business Association	3



Organisation / Management

KEY FOCUS AREAS 2014/15

- Continue to employ a manager to implement the programme formulated by the committee and to communicate activities to all stakeholders
- Produce a regular newsletter distributed to all stakeholders.
- To review and manage the Dominion Rd BID boundary and make the necessary recommendation to manager growth in our area.
- To build and develop partnerships with like-minded organisations to promote and facilitate Dominion Rd as a destination area
- To prepare a new 3 year Strategic Plan
- To provide an annual review of the associations activities and provide an opportunity for feedback from members.



Physical / Heritage

KEY FOCUS AREAS 2014/15

- To work with Council and AT to ensure proposed changes to Dominion Road do not impede businesses and pedestrians and full consultation regarding proposed changes and designs
- To continue to maintain a high involvement in issues affecting our environment by introducing a graffiti removal contractor.
- Work with AT and Eden Park in developing and implementing effective and efficient traffic management plans for major events held at Eden Park.
- To employ a security contractor to maintain a nightly patrol and daytime security presence and to raise security awareness with business owners.
- Ensure maintenance / replacement is undertaken by Council on street amenities.



Economic Development

KEY FOCUS AREAS 2014/15

- To employ a Dominion Rd Ambassador to act as a liaison person between the Association and the business owners and visitors to the area.
- To provide an annual survey to all businesses to gauge business tempo, communication plus capture key performance markers
- To host and provide opportunities for members to meet and network together.
- To facilitate joint ventures where possible to assist with the promotion of Dominion Road.
- To carry out a ballot to extend the BID targeted rate boundary south towards Balmoral Rd to increase the association's critical mass, promote cooperation and share in



Marketing / Promotions

KEY FOCUS AREAS 2014/15

- Continue to contract an event coordinator to develop and implement Dominion Rd promotions
- To develop strategic alliances and assist with the promotion of Dominion Rd
- To maintain the website as a portal to what's on and to promote events
- To produce a local shopping guide to be distributed to our local catchment promoting local businesses.
- To further capitalise on our proximity to major sporting events at Eden Park and maximise visitors to the area.
- To continue to develop and build a presence along Dominion Rd at Christmas Time with Christmas decorations










BID Boundary Expansion

- Conducted successful boundary expansion to Balmoral Rd
- 4 attempt – learnt from previous failures
- Comprehensive engagement with businesses and landlords including face to face visits
- Targeted engagement with Chinese business owners.
- Result 39.5% return, 59.18% voted in support







Item 9.1

Attachment A

