

Adriana Christie

Local Board Member

Waitemata Local Board

Private Bag 92300

Auckland 1142

Dear Adriana

Resolution Number WTM/2018/80 - Support of Grey Lynn Business Association

I am writing to you on behalf of the Grey Lynn Business Association (GLBA) to confirm the annual grant of \$10,000 commencing 1 July 2018, subject to the submission of a project scope definition acceptable to the Waitemata Local Board.

The GLBA has operated for nearly eight years as an Incorporated society run by volunteers from within the businesses community and supported largely through subscription. To that end it contrasts greatly with every other fringe business district within the purview of the Board who have achieved BID status and are funded directly by a targeted rate. Working alongside these BID's as we have now had the opportunity to do in the most recent meetings of the Auckland city fringe Economic Development Action Plan we have come to appreciate the significant gulf between the opportunities other business districts are able to facilitate and create and GLBA.

We have understood this gulf is substantial but have to a degree felt in a catch 22 situation as we have been unable to consistently engage our geographically wide ranging business communities spread over Arch Hill, Grey Lynn Village, West Lynn Village, Richmond Road Valley and Rise. The affording of this grant of \$10,000 will enable us to undertake a number of initiatives consistent with the Economic Development Plan and our aspirations emerging through the strategic work we are undertaking on the development of a Grey Lynn Urban Centre.

Specifically the allocation of \$10,000 will enable:

- The engagement of additional resources to develop a Grey Lynn Urban Centre wide strategy including further expanding monthly newsletters and distribution of the newsletter to businesses, promotion of our seminars, media releases etc . This will promote the work we are doing with First Retail New Zealand to non- members.**
- The engagement of social media experts to assist us with promoting the messages we have to the wider Grey Lynn community given that we have a strong focus of retaining a high level of community and business interchange.**
- The expansion of Plastic Free Grey Lynn. This campaign is already underway but is funded very much on a voluntary donations basis at the present time. The cost of this is around**

\$1000 for the full campaign such as the extensive use of development of bill stickers. This campaign is being run by GL2030 and GLBA.

We have developed a number of metrics which will enable the Board to track how the money is being spent with ease. These include:

- Number of newsletters produced
- Number of newsletter distributed
- Levels of engagement on social media such as Facebook
- Number of media press releases
- Number of times press releases are published and followed up in the media
- Extent of engagement and feed-back on the various events we have planned

We would provide metrics to the Board quarterly or more frequently if required.

It is our understanding that the grant does not preclude us from applying for funding from other sources of grant money. We have two projects, in addition to the Plastic Free campaign which are already targeted by the GLBA. These are The Urban's our business awards, and a street party. We also understand that we may be precluded from applying for the grants which currently enable us to develop newsletters to the wider community and would appreciate confirmation or otherwise of this point.

Naturally by focusing on the wider community we are hoping to garner much wider support from the Business Community and thus grow our membership base.

We are assuming that the content of this letter either meets or exceeds the conditions the Board had in mind when it determined an annual grant of \$10,000 to the GLBA to be appropriate. If our assumption is incorrect could you please contact the writer of this letter urgently.

Our bank account number is 

Yours sincerely


Irene King and Jacob Paul

Joint Co-chair

Grey Lynn Business Association.

Subject	RE: GLBA grant from Waitemata Board
From	Irene King
To	John Norman
Cc	Denise Roche (Waitemata Local Board); Adriana Avendano Christie(Waitemata Local Board); Simon Tattersfield; Rob Thomas (Waitemata Local Board)
Sent	Thursday, 2 August 2018 1:48 PM

Hi John

Since I wrote the letter to the Chair of the Economic Development Committee substantially more work has been undertaken on the GLUC “Grey Lynn Urban Centre” strategy to the point now where the Board has a much better appreciation of the amount of work and importantly the type and nature of the work envisaged to implement this body of work. To give you an idea the strategy document is around 60 pages in length with an implementation plan attached. When the document is finalised we will forward you a copy.

The first phase of the implementation involves the Board meeting and building a launch plan. This included branding the GL district so that we have something that distinguishes us from the rest of the urban fringe districts. There are a number of brand strategist residing in the city fringe – we would like to invite them to a brainstorming night where hopefully they will provide their skills and we in return provide sustenance. We’re fortunate that this will not involve venue hire but we will need to provide as I say sustenance. My expectation is we will have to provide 2 of these sessions and then some socialisation testing of the new brand.

From there we feel confident the Board has the competencies to develop a launch programme although we may need some outside PR/media assistance and possibly a Board mentor. The Board envisages adopting two of three concepts from the plan that we can implement quite quickly and then others will be medium and longer terms goals.

As the \$10,000 grant covers the next 12 months of activities we envisage expenditure as follows :

- Increase existing paid co-ordination role of 30 hours per month (paid for from member subscriptions) by 25 per month = \$2,500
 - Includes development of newsletter going to all businesses in GL district to socialise strategy, socialise concepts and priorities – our

present co-ordinator does not do this and nor do we expect she will want to do this work as it is not her area of expertise

- Branding development = \$1000 – 2 brain storming sessions = \$500 per session
 - Venue likely to be the RSC Grey Lynn which is provided as a community facility but we will need to pay for facilitator and sustenance
- Media PR promotion of launch , the new brand and strategic direction of Board – an evening event = \$1,000
 - About socialising the work ensuring our stakeholders are across work and hopefully endorse
 - Community engagement – its our desire that the GL community support and endorse the approach and have appropriate input
- Launch night - \$1,000 for to cover costs such as food and venue hire

Early implementation stage ie from November to July next year

- Ensure Board are focused on implementing strategy that will really make the difference – potential engagement of Board mentor who is familiar with retail, urban/community/environmental forward looking plan. A skilled individual who can work with and challenge the Board ensuring our implementation is right, appropriate and addresses the biggest gains first. We accept that quite possibly this will cost us more than \$5k but hopefully the balance can be forthcoming from growth in members dues as more businesses want to become part of the transformation.

GLBA Board resources to launch and implement the plan

- Weekly meetings of Board 6-8pm Monday or Tuesday evenings – 8 Board members. Value \$2,000 per week for the next 6-8 weeks. Total contribution without charge \$12,000
- Additional meetings with stakeholders 1 every alternate week – 4 Board members, 2 hour each. There are roughly 6 key stakeholder groups and we believe we will have to meet twice with groups. Contribution of Board members time FOC valued at around \$12,000
- Branding meetings – at least 2 meetings with Brand experts plus socialising concept. Board FOC contribution \$5,000
- Launch night = Board FOC contribution \$3,600
- Identification and carry forward of key strategies – some of this is done earlier in weekly meetings. This is additional work as implementation plans evolve = \$10,000 possibly more as we work with urban landscape and retail designers.

- Continuous stakeholder engagement with landlords – this is additional work required of the board and hard to quantify but we need to garner support from building and premise owners. \$4,000

The above bullet points are in addition to the Board and organisation attending to business as usual such as garnering members; maintaining web and social media presence, making contributions to local events/papers etc plus integrating a number of events/ programmes we had scheduled before the grant from the Board was a possibility.

I have meetings this afternoon but perhaps we could discuss tomorrow if there are any outstanding matters.

Kind regards
Irene

