



PAPAIOEA
PALMERSTON
NORTH
CITY

PALMERSTON NORTH CITY COUNCIL

AGENDA MINUTES ATTACHMENTS ECONOMIC GROWTH COMMITTEE

9:00 AM, WEDNESDAY 18 SEPTEMBER 2024

COUNCIL CHAMBER, FIRST FLOOR
CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH

ECONOMIC GROWTH COMMITTEE MEETING

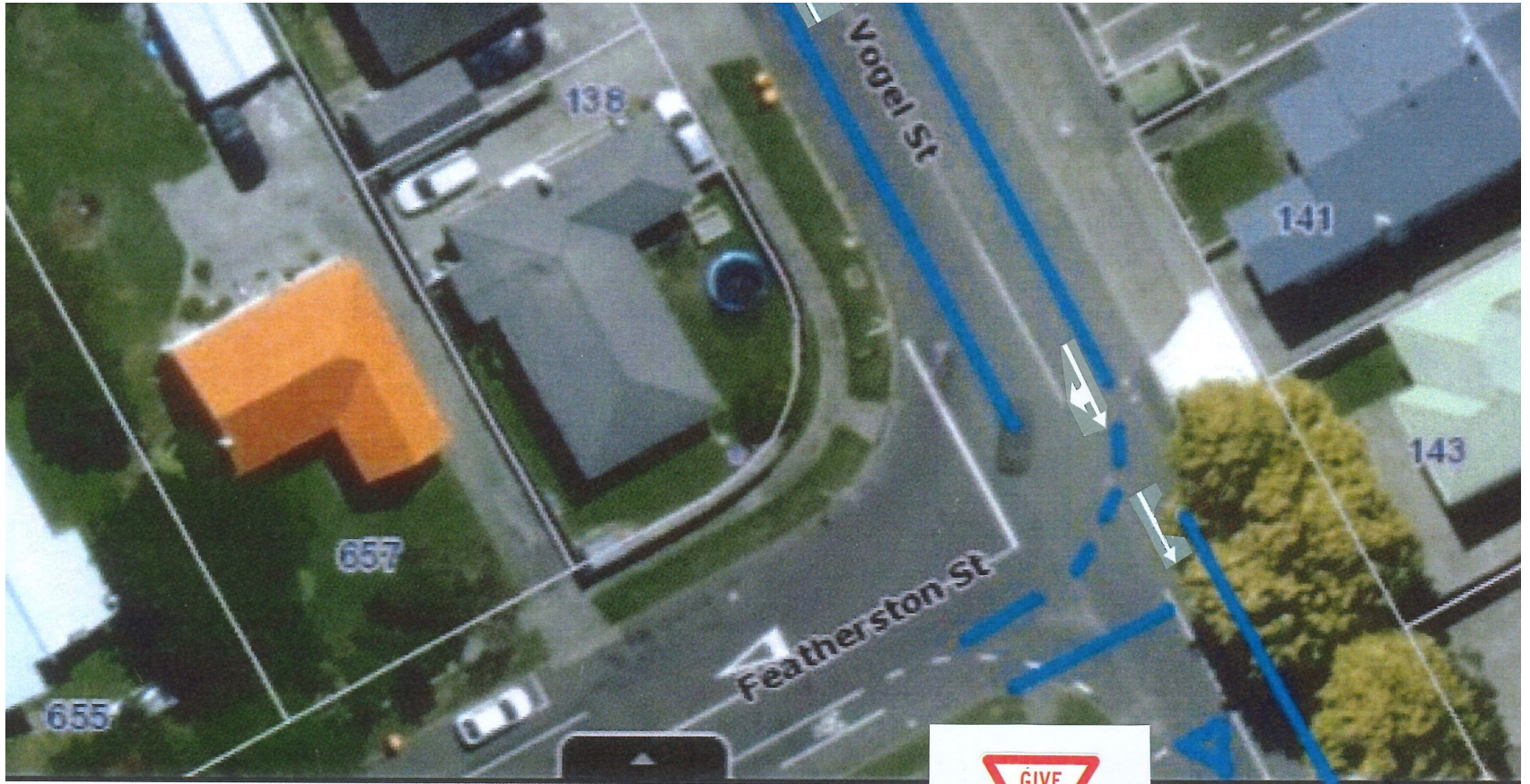
18 September 2024

Public Comment

1. Public comment - Peter French - street design proposal 4

Presentation - Palmy BID

1. Presentation - Palmy BID 5



Suggested signage on Vogel St to remove a need for a right-turn bay into Featherston St



DALMY

PALMY BID - UPDATE



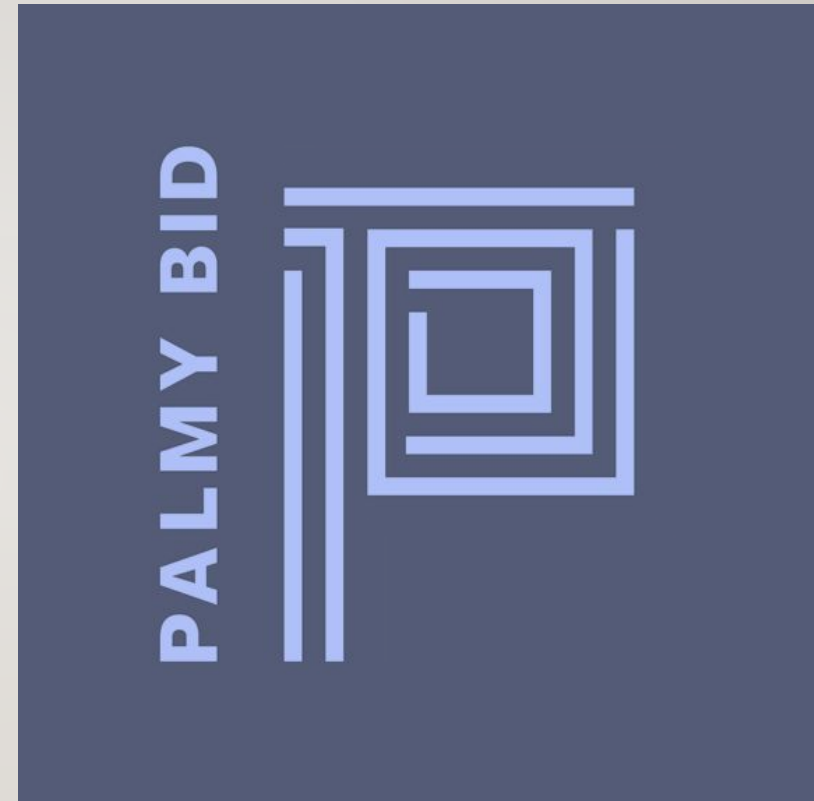
<https://palmybid.co.nz/>

RECAP

Membership organisation, funded by a targeted rate on property. More than 1200 Property and Business owners

A vehicle to translate Community aspirations into action

A conduit for communication between Council and the Community



DELIVERABLES

Advocate:

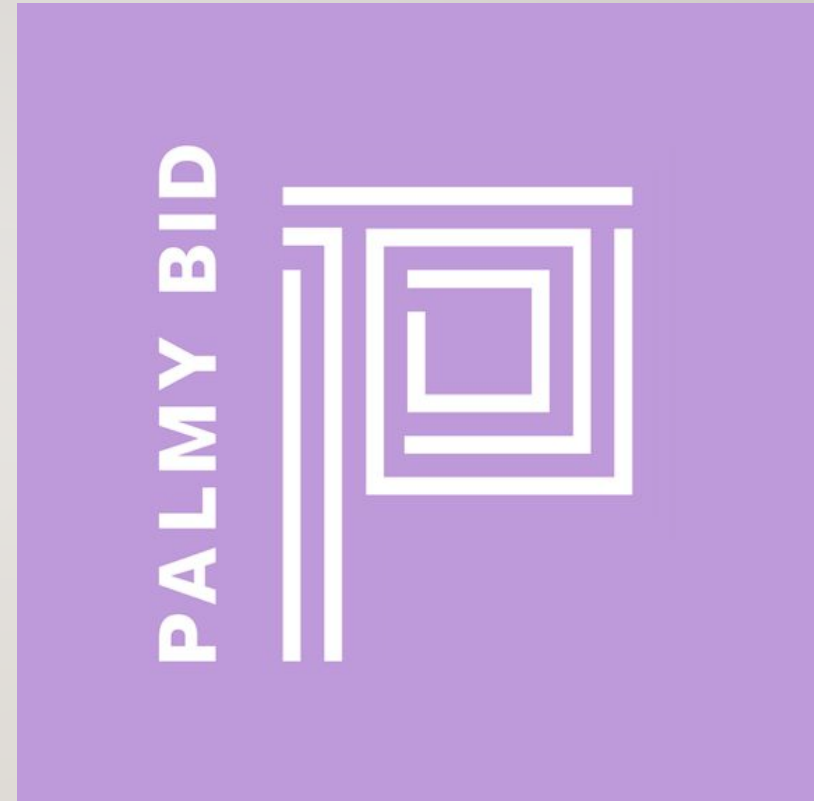
Advocate for business interest within the BID and provide representation

Grow:

Business Growth through Collaboration, Marketing, Events and Public Relations

Support/Safety:

Supporting all Community Members to achieve their goals in a safe city



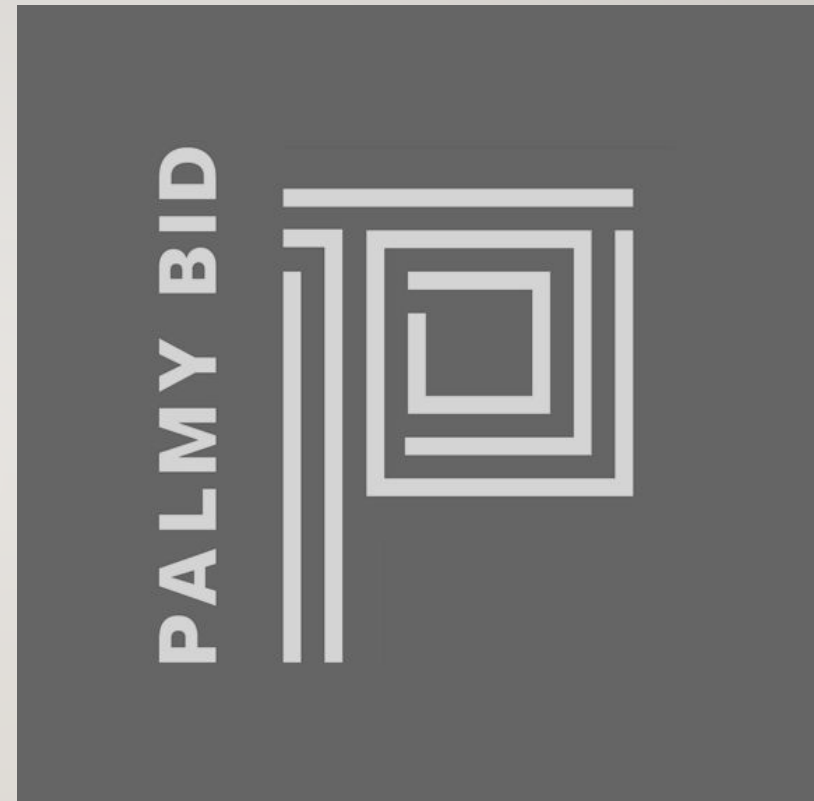
CHAIR REFLECTION

Year in Review

- Economic Low Ebb
- Business Confidence
- Community Sentiment

Challenges Ahead

- Increase Participation
- Operational Rhythm Review
- Make it Consequential
- Make a community



DELIVERED

A good focus on advocacy for both businesses and Landlords, particularly in matters related to safety and security (Rangatahi and latterly homeless squatters and mental health episodes)

Have assisted Council to engage with the community on issues around car parking and car parking technology

Advocacy on the City Centre Bus Terminal, Civic & Cultural precinct Plan Steering Groups and Earthquake Prone Buildings (Build Palmy Forum) and Car Parking Framework (TBC)

Advocacy with LTP Submissions on Rates, Proposed CCTV Hub & 5 Year Program, Infrastructure Funding & Development of Earthquake Prone Central Council properties such as Te Manawa, City Library & Regent Theatre

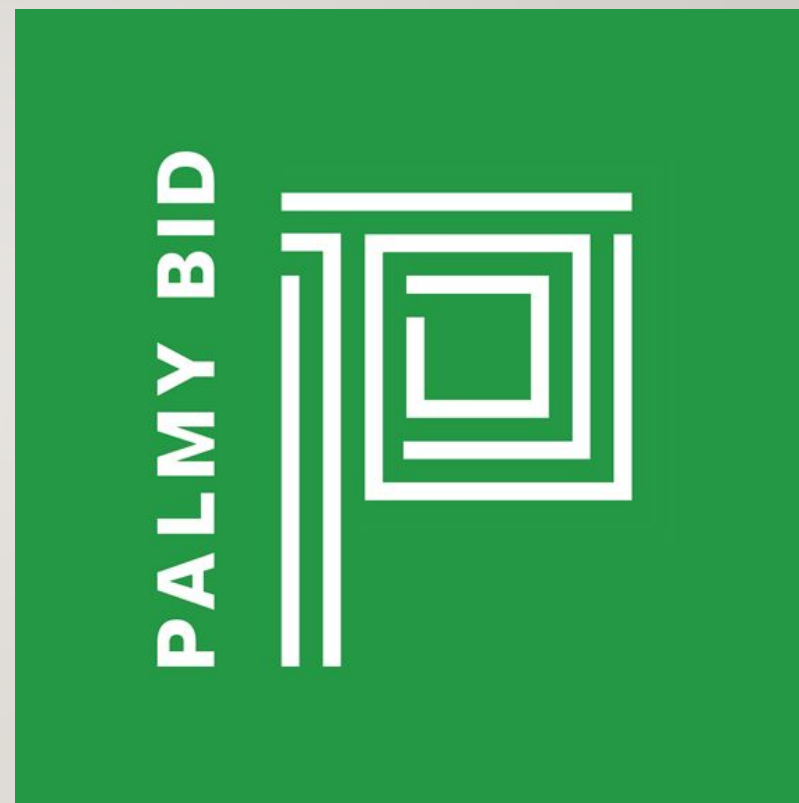
Built and maintained strong relationships with the Police, and within the Safety Advisory Board

Have begun developing relationships with key landlords to gauge whether we can assist them with business attraction & to advocate on issues affecting their current properties, Tennants and developments

Have delivered Retailer Situational Awareness Training Workshop in partnership with the SAB, and a Town Hall Meeting to discuss City Centre Safety, Security and to educate around a proposed CCTV Control Hub and Program. We have supported and promoted the running of the Massey SME Business Micro-Credentials 6 Workshop Program being run in the City Centre that equips members with the tools to grow their business.

Relationship with Council Officers is positive, we have a rapport based on open and honest communication and mutual respect

Developed a Comms Strategy , Plan & Calendar, new website, City Centre Events Calendar and a Palmy BID Events and Promotions schedule that is running and delivering successful outcomes and value to BID members and the community. We continue to support and promote new business openings and also promote existing members promotions. Focus is to make sure funds are wisely invested - an internal "hurdle" is in place that tries to ensure a reasonable ROI Recently delivered May Music Month and Mid Winter Christmas Window Promo



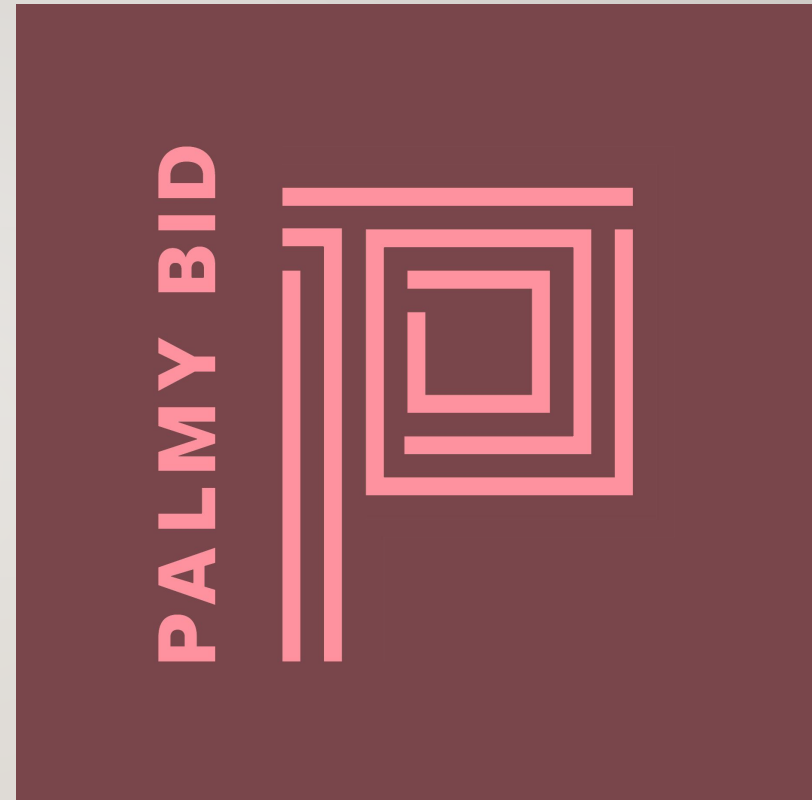
CURRENT FOCUS

Events & Promotion Program:

- Taste of Spring 29th September
- Dragfest Window Promo
- Retail Crime Prevention Workshop
14th Oct
- Missoula Day TBC
- 24 days of Christmas Promo
- Christmas Night Market 14th Dec
- Promotion of BID Members

Vibrancy:

- Developing commercial Scooter Art
Tours in partnership with Flamingo
i-SITE/PNCC MarCom's
- Developing commercial Sculpture
Walking Tours in partnership with
sculpture trust i-SITE/PNCC MarCom's



CURRENT FOCUS

Member Engagement:

- Update and development of Comms Strategy to create more reach and engagement with members from 50% of members to 75% of members through members Facebook Page, EDM & paid ads with more presence of the GM and GM Narrative on relevant topics
- Increased Face to Face engagement for BID Members with GM weekly coffee meets with 20 minute appointments

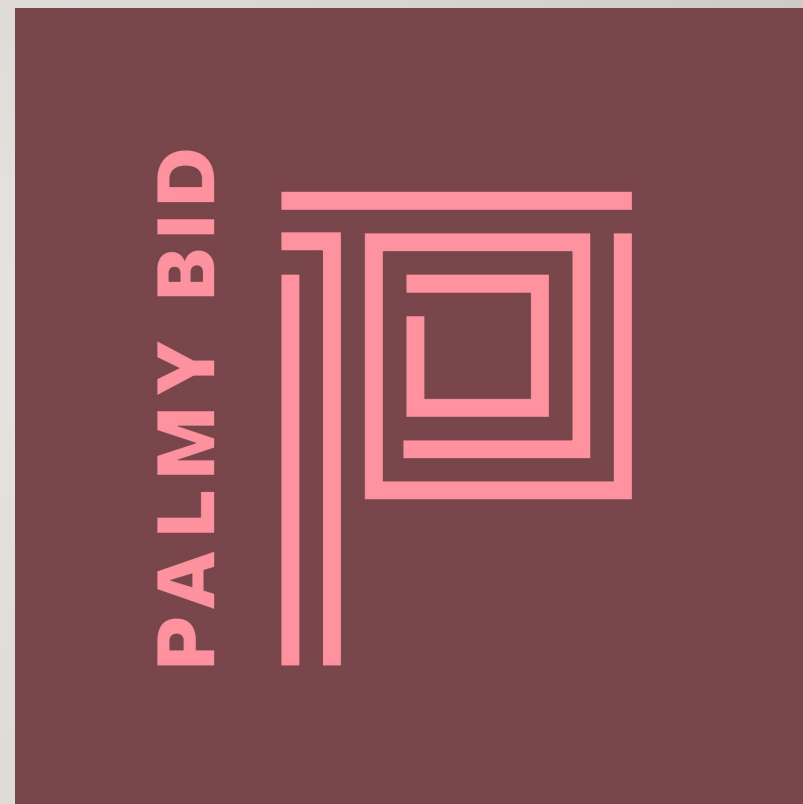
Community Satisfaction Survey

AGM 27th Nov

Annual Report to Council Jan 2025

Advocacy Focus:

- Safety and Security
- Central City Parking
- City Centre Bus Terminal
- Civic and Cultural Precinct Plan
- Earthquake Prone Building Strategy
- Use of Public Space & Signs and the use of Public Spaces Bylaw
- Dangerous Affected & Insanitary Buildings



QUESTIONS



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