

Board Meeting

Date and time:	Wednesday 6th November 2024 at 1030am
Attendees:	<ul style="list-style-type: none"> • Meredith Bates (MB), Mott MacDonald – Chair • Peter Busfield (PB), NZ Marine - VC • Brett Sweetman (BS), Park Hyatt Auckland • Genevieve Sage (GS), Waitematā Local Board (joined online) • Ronald Tay (RT), WSP • Bernard Trevor (BT), ASB • Olivia Murdoch (OM), Precinct Properties • Sharon Byrne (SB), Auckland Theatre Company • Brigid Rogers (BR), WQ TMA Coordinator
Apologies:	<ul style="list-style-type: none"> • Michael Hawes (MH), Warren and Mahoney • Pete Bowden (PBO), VHHL/Tramco • Fiona Knox (FK), Eke Panuku • Peter Young (PY), Sanford • Greg Moyle (GM), Waitematā Local Board • Tom Locke (TL), Warren and Mahoney
Guests:	<ul style="list-style-type: none"> • Marian Webb (MW) Eke Panuku • Paul Patton (PP) Eke Panuku • Tim Christensen (TC) Resolve Group
Notes taken by:	Brigid Rogers
Meeting held at:	Mott MacDonald offices

Item	Discussion and Action	By who
1	Karakia and introductions MB welcomed everyone and asked all attendees to introduce themselves.	
2	Apologies and notes from last meeting / matters arising Apologies were noted as above. The notes of last meeting were agreed proposed and seconded by PB & MB respectively.	
3	Update on Wynyard Bridge MW explained that the western spans were now back in place and the rest of the bridge was now making its way back the Wynyard Quarter. By mid-November the structure will be back in place but not ready for operation. The mechanical and electrical work schedule is running to plan. Once the bridge is back in place all the mechanical and electrical fit out and testing can take place. MW noted that the opening date was no mid-December but no firm date would be given until closer to the time. MW also noted that the bridge operators would need to undergo training before the reopening. BS asked if the mid December date isn't achieved are there contingency plans in place for the contractors to work over Christmas and New Year. MW expressed confidence that the mid December date would be achieved but that the ferry service would remain as long as needed. TC commented that the contractors would be available to resolve any issues. TC reported that everything was progressing well onsite. Motors and winches are now onsite, and the pins are going back in. BS asked if there would be any further noisy works that might disrupt his guests or local residents. TC noted that from now on it was hand tools only so the noise levels would be low. PS commended Eke Panuku for the progress to date but asked what the plan was if the bridge breaks down again. MW noted that it would be quick and easy to get the ferry back up and running if needed. TC also mentioned that they now have replacement and spare parts some any repairs would be relatively easy to fix. BS asked when the opening date would be confirmed. MW noted that there had been many requests for a firm but but at this stage Eke Panuku were not willing to commit to a date. They do not want to rush anything and want to ensure everything is working perfectly before the bridge reopens. BR asked if there were any activations or events being planned to celebrate the reopening of the bridge. PP explained that there was a major marketing campaign being planned around Christmas to try and attract visitors to WQ. This would be coordinated with events taking place in the CBD. The campaign	

would be “sleigh bells ringing by the sea”. PP reported that the ferry had carried over 100,000 passengers over the past few months and that it would be getting a festive makeover. PP noted that the Christmas Market was being expanded and they now had over 50 stalls booked. This would take place on 7th and 8th December. PP also mentioned that the Park Hyatt was hosting a Santas grotto. PP mentioned that social media was the main channel that people were using to find out about events, this included Facebook, Instagram etc. A new campaign was being launched later this week. PP explained there were two campaigns a pre-Christmas and a post-Christmas campaign.

PB asked if Eke Panuku could promote the events taking place as part of the Moana festival on their social media sites. PP though this was a good idea.

BS asked what the plans were for once the bridge had reopened. BS commented that although the ferry was a connector it wasn’t bringing in patrons for the hospitality businesses in the area. PP noted that party season would be in full swing when the bridge reopens so everyone will need to work together to get the message out there that the bridge is open again. BS commented that average spend in hospitality was down and what were Eke Panuku going to do, alongside the marketing campaigns, to help bring people back to WQ. BS suggested some sort of discount week or weekend – where all the businesses could be encouraged to have special offers. PP thought that was a good suggestion and that any offers could be shared via the marketing group which was already established. PP also noted that the Waterfront newsletter would be getting a revamp and within that would be an opportunity to spotlight businesses.

PB asked if there might be value in having a meeting before Christmas with all businesses in the area to draw attention to the vents etc that were being planned. BR suggested that this could take place as part of the AGM on 4th December.

PP mentioned that a comprehensive events calendar will be available next week, with DD organising that. MB thanked the guests for joining the meeting and providing the updates.

PB noted that TAU were the agency responsible for events and Eke Panuku were the landowner for Wynyard Quarter. TAU are the agency that brings events to the city.

There was concern that if there were any issues with the bridge this would impact the events being planned especially Sail GP which looks set to bring much needed business into the area.

4

Revised area-wide action plan

BR explained to the Board that now that AT have confirmed zero funding in this FY, the Board can now revise the Action Plan, which was an outcome of the area-wide travel planning workshop held in June 2024. This is an opportunity to refocus on what the TMA sees as their priorities, in areas where funding from other sources may be accessible. The revised Action Plan needs to be achievable by the end of the financial year, that is June 2025. BR explained that input and consensus from the TMA Board is now being sought. BR proposed that the final Action Plan could be presented at the AGM in December 2024.

BR listed the proposed priority projects

- Priority 1 – Advocacy
- Priority 2 – New Starters Guide
- Priority 3 – New Businesses Guide
- Priority 4 – Staff travel survey and follow up activations
- Priority 5 – Improve communications

The Board then looked in detail at each of the priority projects. The advocacy role would embrace topics such as taxi and uber enforcement, event parking solutions, time of use charging, CRL, the Te Ara Tukutuku regeneration project and Room 2 move. These were currently on the horizon, but others might pop up. BR explained that the new starters guide and new business guide could be potentially one project as there would be some overlap, or they could be treated as completely separate.

The Staff Travel Survey had already taken place (October 24) and the costs for stage 2 – that is the follow up with businesses were outlined. BR also commented on the need to improve the visibility of the TMA and communications.

BR then talked through the current financial position and a proposed budget. BR explained that project funding was needed for new starters and the business guide. These would need to be self-funding and if funding wasn’t secured those projects would not be able to go ahead.

PB suggested that the most important aspect of the TMA was the advocacy role – bringing businesses together and creating connections. PB suggested that the current membership income could cover that basic service, i.e. advocacy role, board meetings, organising speakers, arranging venues, taking notes etc. BR confirmed that could be covered by the income generated from membership.

BT suggested that increasing the membership fees and membership base could help increase income. BS asked about the benefits of being a member of the TMA and the value of that to businesses in the area. BS suggested more frequent meetings that were open to all. BR noted that the TMA didn’t want to

