

Notice of Meeting:

I hereby give notice that an extraordinary Meeting of the Council will be held on:

Date: Thursday 14 April 2022
Time: 9.30am
Meeting Room: Council Chamber and via Audio Visual link
Venue: Municipal Building, Garden Place, Hamilton

Lance Vervoort
Chief Executive

Council *Kaunihera* OPEN AGENDA

Membership

Chairperson Mayor P Southgate
Heamana

Deputy Chairperson Deputy Mayor G Taylor
Heamana Tuarua

Members	Cr M Bunting	Cr A O’Leary
	Cr M Gallagher	Cr R Pascoe
	Cr R Hamilton	Cr S Thomson
	Cr D Macpherson	Cr M van Oosten
	Cr K Naidoo-Rauf	Cr E Wilson
	Cr M Donovan	

Quorum: A majority of members (including vacancies)

Meeting Frequency: Monthly – or as required

Amy Viggers
Mana Whakahaere
Governance

8 April 2022

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Purpose

The Council is responsible for:

1. Providing leadership to, and advocacy on behalf of, the people of Hamilton.
2. Ensuring that all functions and powers required of a local authority under legislation, and all decisions required by legislation to be made by local authority resolution, are carried out effectively and efficiently, either by the Council or through delegation.

Terms of Reference

1. To exercise those powers and responsibilities which cannot legally be delegated by Council:
 - a) The power to make a rate.
 - b) The power to make a bylaw.
 - c) The power to borrow money, or purchase or dispose of assets, other than in accordance with the Long Term Plan.
 - d) The power to adopt a Long Term Plan or Annual Plan, or Annual Report.
 - e) The power to appoint a Chief Executive.
 - f) The power to adopt policies required to be adopted and consulted on under the Local Government Act 2002 in association with the Long Term Plan, or developed for the purpose of the Council's governance statement, including the 30-Year Infrastructure Strategy.
 - g) The power to adopt a remuneration and employment policy.
 - h) The power to approve or change the District Plan, or any part of that Plan, in accordance with the Resource Management Act 1991.
 - i) The power to approve or amend the Council's Standing Orders.
 - j) The power to approve or amend the Code of Conduct for Elected Members.
 - k) The power to appoint and discharge members of committees.
 - l) The power to establish a joint committee with another local authority or other public body.
 - m) The power to make the final decision on a recommendation from the Parliamentary Ombudsman, where it is proposed that Council not accept the recommendation.
 - n) The power to amend or replace the delegations in Council's *Delegations to Positions Policy*.
2. To exercise the following powers and responsibilities of Council, which the Council chooses to retain:
 - a) Resolutions required to be made by a local authority under the Local Electoral Act 2001, including the appointment of an electoral officer and reviewing representation arrangements.
 - b) Approval of any changes to Council's vision, and oversight of that vision by providing direction on strategic priorities and receiving regular reports on its overall achievement.
 - c) Approval of any changes to city boundaries under the Resource Management Act.
 - d) Adoption of governance level strategies plans and policies which advance Council's vision and strategic goals.

- e) Approval of the Triennial Agreement.
- f) Approval of the local governance statement required under the Local Government Act 2002.
- g) Approval of a proposal to the Remuneration Authority for the remuneration of Elected Members.
- h) Approval of any changes to the nature and delegations of the Committees.
- i) Approval of all Council and Committee Advisory Groups and their terms of reference.
- j) Appointments to, and removals from, CCO CCTO and CO boards;
- k) Approval of proposed major transactions or constitutional adjustments of CCOs, CCTOs and COs.
- l) Approval or otherwise of any proposal to establish, wind-up or dispose of any holding in, a CCO, CCTO or CO.
- m) Approval of city boundary changes, including in respect of Strategic Boundary Land Use Agreements.
- n) Approval Activity Management Plans.

Oversight of Policies and Bylaws:

- *Corporate Hospitality and Entertainment Policy*
- *Delegations to Positions Policy*
- *Elected Members Support Policy*
- *Significance and Engagement Policy*

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1 Apologies – *Tono aroha*

2 Confirmation of Agenda – *Whakatau raarangi take*

The Council to confirm the agenda.

3 Declaration of Interest – *Tauaakii whaipanga*

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

4 Public Forum – *Aatea koorero*

As per Hamilton City Council's Standing Orders, a period of up to 30 minutes has been set aside for a public forum. Each speaker during the public forum section of this meeting may speak for five minutes or longer at the discretion of the Mayor.

Please note that the public forum is to be confined to those items falling within the terms of the reference of this meeting.

Speakers will be put on a Public Forum speaking list on a first come first served basis in the Council Chamber prior to the start of the Meeting. A member of the Governance Team will be available to co-ordinate this. As many speakers as possible will be heard within the allocated time.

If you have any questions regarding Public Forum please contact Governance by telephoning 07 838 6727.

Council Report

Committee: Council **Date:** 14 April 2022

Author: Sean Murray **Authoriser:** Sean Murray

Position: General Manager Venues, Tourism and Major Events **Position:** General Manager Venues, Tourism and Major Events

Report Name: Central City Come Back Campaign Approval

Report Status	<i>Open</i>
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Purpose - *Take*

1. To inform the Council of the proposed activity plan for a 'Central City Come Back Campaign', a joint initiative between Council and Hamilton Central Business Association (HCBA), utilising surplus budget from Council's 2021/22 Event Sponsorship Fund (\$85k) in addition to HCBA's core funding.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Council:
 - a) receives the report; and
 - b) endorses the 'Central City Come Back Campaign' activity plan by HCBA.

Executive Summary - *Whakaraapopototanga matua*

3. At the Economic Development Committee meeting on 1 March 2022, a recommendation was made to Council for approval of an activation activity in partnership with HCBA, to target a 're-launch' of the central city and promote the area to returning workers, patrons and new visitors. This activity was to be co-funded between HCBA and underspend from an existing Council budget.
4. It was agreed via the resolution that the proposal and plan would be reported back to the next Economic Development Committee meeting on 24 May 2022.
5. A working party was formed to prepare a detailed campaign plan.
6. The recent changes to the Covid-19 protection framework and imminent changes to alert levels requires the plan to be executed quickly and ahead of the next Economic Development Committee meeting opportunity.
7. Staff consider the decisions in this report to have low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

8. Following the Economic Development Committee meeting on 1 March 2022 (resolution below refer c and d), a recommendation was made to Council for funding approval of a central city activation activity in partnership with HCBA.

Economic Development Committee 1 March 2022:

Resolved: (Cr Wilson/Maangai Thompson-Evans)

That the Committee:

a) receives the report; and

b) recommends that the Council approves the draft Event Sponsorship Policy (as set out in Attachment 1 of the staff report).

Resolved: (Cr Wilson/Maangai Thompson-Evans)

c) the Economic Development Committee recommends that the Council approves that any underspend of the 2021/22 Event Sponsorship fund be redirected to "events" re-launch activity targeting CBD activation in partnership with the Hamilton Central Business Association when Governments COVID-19 alert framework moves to Orange and/or Green status in either the current 2021/22 financial year or within the 2022/23 financial year; and

d) requests staff report back to the next Economic Development Committee with a plan and proposal.

9. Following this, a working party was formed to advance HCBA's planning and two meetings were held.
 - HCC Representatives: Sean Murray (GM Venues Tourism & Major Events and Tilly Murcott (Central City Programme Manager) and Councillor Geoff Taylor (Central City River Plan Advisory Group Chair)
 - HCBA representatives: Vanessa Williams (GM), Vicky Redwood (Marketing Manager) and Mike Neale (HCBA Committee Member)

Discussion - *Matapaki*

10. During the Economic Development Committee meeting on 1 March, there was significant conversation relating to concerns over the impact of covid-19 (activity restrictions and working from home arrangements) on the central city, in particular the retail and hospitality sectors. Those concerns extended to office workers being slower to return to their central city locations. The discussion led to the committee resolution to provide funding support to HCBA for the development and execution of a multi-faceted 'Central City Come Back Campaign'.
11. The 'Central City Come Back Campaign' activity plan (attachment 1) is a mixed media and event activation campaign that will operate from April, with a formal launch in May and run through to July 2022. Of special mention is the level of response and engagement in the plans with a wide range of other parties many of whom will be supporting the campaign with significant in-kind contributions. i.e., Stuff and Media Works will become major contributors and there will be significant integration to existing event activity (Boon After Dark and Matariki ki Waikato) and number of retail and hospitality initiatives.
12. The activity plan will be co-funded by HCBA and Council. Refer to the Financial Considerations section for more detail.
13. At the writing of this report, the intention is to commence activity shortly to strike quickly with the return of workers back to central city locations, removal of vaccination pass requirements and a probable move under the Covid-19 protection framework levels.
14. This requires the plan to be received by Council prior to the next Economic Development Committee meeting date to allow for the earlier launch of the campaign.

Options

15. Council could choose not to support the Central City Come Back Campaign plan; however, this would reverse the earlier indicated decision of Economic Development Committee 1 March 2022.
16. Staff recommend the plan is supported by Council.

Financial Considerations - *Whaiwhakaaro Puutea*

17. As detailed in the earlier recommendation to Council from the Economic Development Committee meeting 1 March 2022, there is already an intention to redirect underspent Event Sponsorship Fund budget from 2021/22 financial year to support HCBA to undertake the campaign.
18. This is expected to be \$85K and will be noted in the 2021/22 Event Sponsorship Fund Activity report item to Economic Development Committee on 24 May 2022.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

19. Staff confirm that the staff recommendation complies with the Council's legal and policy requirements.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

20. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
21. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.
22. The recommendations set out in this report are consistent with that purpose.

Social

23. The Central City Come Back Campaign will support people to be healthy and happy through the activities in the Central City to, helping to make Hamilton a great place to play and be active and the campaign has elements to ensure its activities are inclusive and accessible to all.

Economic

24. The Central City Come Back Campaign specifically targets a return to activation and commercial business in the central city to support retail, hospitality and other business sectors in the central city area.

Environmental

25. There are no specific environmental considerations associated with the matter addressed in this report.

Cultural

26. The Central City Come Back Campaign specifically targets a range of events incorporating the arts and leveraging the Matariki celebration.

Risks - *Tuuraru*

27. Further Covid-19 framework changes may inhibit execution of the plan, however the HCBA and its various partners including Council have significant experience

Significance & Engagement Policy - *Kaupapa here whakahira/anganui***Significance**

28. Given the statutory requirement to consult, staff have not considered the key considerations under the Significance and Engagement Policy to assess the significance of the matter(s) in this report.

Engagement

29. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Central City Come Back Activation Plan - April to July 2022

CBD COME BACK CAMPAIGN PARTNERS**General Public**

1. CBD Shopping Spree
 - Win 4x \$500 of vouchers in the CBD at the business of your choice, one voucher a month for 4 months
 - HCBA social media promotion 50k+ audience
 - Social media promotion of winner
 - Total cost \$2,000
2. Ambassador shopping rewards,
 - Win 10x \$100 vouchers given out over 4 months, HCBA identify 10 'best dressed' shoppers and reward them with \$100 CBD voucher
 - HCBA social media promotion 50k+ audience
 - Social media promotion of winner
 - Total cost \$1,000
3. Easter Egg Hunt
 - Easter egg hunt is a self-guided hunt for families/children and daycares finding pages of the Easter story (Garden Place, Victoria Street, Ward Street & Worley Place).
 - Win 10x \$100 prizes, characters for 2x days @ \$450, footpath decals \$500
 - Total cost \$2,000

Collaboration partner Hamilton Library, contributing:

- Poster and website promotion
- Competition entry form
- Window characters
- 3D bunnies
- Signed book from author of Hare
- Lollipops
- \$1,000 value

Businesses where story pages will be displayed:

- HCBA
- Volare
- Urge
- Snapshot
- Mument
- Doon Tandoor
- Gails Floral
- Trade Aid
- Game Centre
- Central Library

4. Easter/school holiday promotion
 - HCBA social media promotion 50k+ audience

- Social media Hamilton Waikato Tourism, H3 and Hamilton City Council
 - HCBA donated boosted posts cost \$200
5. Burger Battle Royal for kids
 - Kids burger making competition at BBQs & More
 - School holiday competition
 - CBD business judges nominated
 - Donated prizes:
 - 2x Weber BBQs – BBQs & More \$1,500
 - 10x Escapist escape room vouchers \$500
 - HCBA 5 x \$20
 - SkyCity vouchers \$100
 - Trek n Travel \$200
 - Burger Bros \$100
 - Donated value \$2,500
 6. School holiday movies
 - Movie afternoon/evening put on in collaboration with Atticus Treats in Garden Place
 - Promoted via HCBA social media
 - Donated value \$1,000
 - Total cost \$2,000
 7. Civic Square 3D illusion mural
 - 3D mural created in Civic Square at the beginning of May showing an open hole looking down into the carpark
 - Total cost \$10,000
 8. CBD Progressive Dinner
 - Six course progressive meal for 60 people.
 - Contributing venues include: Furnace, Pickles, Ernest, Diesel/Food Geeks, River Kitchen, Duck Island, Wonderhorse
 - HCBA cost \$1,500
 9. Mothers Day & Matariki Staycation Promotion
 - Vouchers donated by businesses in the CBD for a win 'a night away' promotion – 40 contributing businesses in CBD.
 - Donated value Mothers Day \$2,500
 - Donated value Matariki \$1,000
 10. Saw Wave music and outdoor festival
 - A afternoon to evening event to include a range of music performances to be held in Sky City carpark on Victoria Street supported by a festival vibe of activations in Garden Place. This will potentially include buskers, creatives, markets and other performances.
 - A collaborative event from Hamilton Live Music Trust, Hamilton Arts Trust and Riff Raff Trust.
 - Donated \$10,000 time and materials.

- Total cost: \$20,000

11. Matariki schedule of events

- Events currently being held to celebrate Waikato Matariki at Hamilton Gardens, Hamilton Library, Waikato Museum and discussions underway with Hamilton Library to create an outdoor event in Garden Place.
- Event programme cost \$8,000 by Neat Places, potential outdoor event \$5,000
- Total cost: \$13,000

12. Boon After Dark

- Two installations for Garden Place and Victoria on the River based on a UV lighting theme. Installed for 6 weeks over June and July.
- Existing funding of \$67,000 from:
 - Hamilton Arts Trust
 - Beca
 - Paua Architects
 - NAI Harcourts
 - HCBA
 - Grants – HCC Comm Events Fund, Trust Waikato, WEL Energy Trust
- Additional funding required of \$20,000 for the Garden Place UV light canopy to be installed across the entire of Garden Place from the Alexandra Street/Garden Place corner to Beca Building.
- The UV light canopy lends itself to the Matariki theme and to the creation of a Sci Fi movie event detailed in point 13 below.
- Total cost: \$20,000

13. Movie weekend

- Glo Box will donate the movie truck to showcase movies in Garden Place based on parking the truck in the shared space at the end of Garden Place. With the backdrop of the UV light canopy, playing a range of family friendly movies for people to come into Garden Place and have a picnic on the grass and watch free movies. Please note a traffic management plan would be required for the road closure based on the parked truck.
- Hospitality businesses would be encouraged to put together movie/picnic takeaway food options.
- Donated cost \$10,000

14. \$10 June

- HCBA would encourage businesses to offer a \$10 for the month of June offering to the public to be promoted via HCBA social media.

15. O'Week Reloaded

- Lawrenson Group are putting on O'Week Reloaded via their hospitality venues which a programme of activities over the first week of May for students.
- HCBA are working with Waikato Regional Council and Waikato Student Union to provide buses to bring students into the CBD and take students home safely at the end of each night. Promotions would be to both the University and Wintec.
- Total cost: \$8,000

16. Student promotions

- A range of businesses in the CBD provide student discounts. HCBA is working with businesses to list them on <https://studentcard.co.nz/Discounts>
- HCBA will run a social media promotion to students (University and Wintec) as to where to get discounts.
- HCBA cost \$200

17. Media cost

- A range of advertising of different activities to be promoted including:
 - The Breeze QR code campaign hidden around the CBD, phone in prizes, commercials on The Breeze and the Rock, On Air Mentions and Back of Bus advertising \$5,500
 - Glo Box advertising across three key billboard sites in May, June, July (Te Rapa, Ruakura, Hood Street) \$15,000
 - Stuff advertising in Waikato Times, Hamilton Press and social media \$10,000
 - Please note all advertising above at negotiated discounted rates.
- Total cost \$30,500

18. CBD Trails

- Guided weekend river-ride and Matariki rides – e-bike and afternoon tea held in May and June \$500
- Guided Boon & Sculpture walks with afternoon tea held in May & June \$500
- Lime Scooter Scavenger hunt around the city with prizes \$1,000 and donated prizes \$1,000
- Total cost \$2,000

19. Stuff collaboration on editorial

- 3-4 articles about why businesses and their people should come back to the office
- Donated

20. Waikato Business News

- Double page centre spread on businesses coming back to the office
- Discounted rate applied and edm to database included

- \$3,000
21. Public transport promotion
- 50% discounts on public transport for three months
 - HCBA social media promotion
 - Waikato River Explorer looking to include a reduced transport cost
22. CBD development trail
- Collaboration with NAI Harcourts to offer a development trail around the CBD with morning tea creating a show and tell of what is happening in the central city
 - Number of trails dependent on interested parties
 - Total cost: \$500
23. Morning tea shout
- A promotion to win morning tea at your business – could be based around a story of why do you like doing business in the CBD
 - One shout a month for four months
 - Total cost: 1,000
24. Reduced coffee price day
- Offer up to hospitality businesses a cut price coffee day with participating businesses charging customers a reduced price for naming where they work in town
 - Social media promotion around reduced coffee price day on a day of the week that has generally less office workers
 - Total cost: \$1,000
25. Contingency funds
- A contingency fund to take up activation opportunities that may present over the coming months of the campaign – May to July 2022.
 - Total cost: \$14,000

CBD COME BACK ACTIVITY PROGRAMME APRIL - JULY 2022																					
				APRIL				MAY					JUNE				JULY				
		Cost	Donated	w/c 04	w/c 11	w/c 18	w/c 25	w/c 02	w/c 09	w/c 16	w/c 23	w/c 30	w/c 06	w/c 13	w/c 20	w/c 27	w/c 04	w/c 11	w/c 18	w/c 25	
GENERAL																					
1	CBD shopping spree	Vouchers	\$2,000																		
2	Ambassador shopping reward	Vouchers	\$1,000																		
3	Easter egg hunt	Hamilton Libraries	\$2,000																		
4	Easter/school holiday promos	Social media	HCBA cost																		
5	Burger Battle Royal for kids	Social media/vouchers	Donated																		
6	School Holiday Movies	Garden Place	\$2,000																		
7	Civic Square 3D illusion mural	Artist fee and travel	\$10,000																		
8	CBD Progressive Dinner	WFI promo	HCBA cost																		
9	Mothers Day staycation promotion	Overnight package	Donated																		
	Matariki staycation promotion	Overnight package	Donated																		
10	Saw Wave - outdoor music/arts festival	SkyCity/Garden Place	\$20,000																		
11	Matariki Programme	Neat Places	\$8,000																		
	Matariki Hamilton City Library	Event	\$5,000																		
	Matariki Waikato Museum	Event																			
	Matariki The Meteor	Event																			
12	Boon After Dark (GP & VOTR)	Lighting extension GP	\$20,000																		
13	Movie night/weekend	Glo Box	Donated																		
14	\$10 June	Business cost	HCBA cost																		
STUDENT																					
15	O'Week Reloaded																				
	Lawrenson Group venues 2-8th May	CBC contribution Go Bus	\$8,000																		
16	Student Discounts	HCBA promo	HCBA cost																		
ACTIVITY IN THE CBD PROMO																					
17	Media	The Breeze	\$5,500																		
		Glo Box	\$15,000																		
		Stuff	\$10,000																		
18	CBD Trails																				
	Bike & Matariki		\$500																		
	Boon & Scuplture		\$500																		
	Lime Scavenger Hunt		\$1,000																		
BUSINESS																					
19	Stuff Collaboration & PR	Editorial	Donated																		
20	Waikato Business News	Double page & social media	\$3,000																		
21	Public transport promotion	Waikato Regional Council	HCBA cost																		
	Waikato River Explorer	Darren Mills	HCBA cost																		
22	Development trail & coffee	Guided tour	\$500																		
23	Morning tea shout		\$1,000																		
24	Reduced coffee day		\$1,000																		
25	Contingency fund		\$14,000																		
TOTAL			\$130,000																		
			\$96,300																		

Please note the donated dollar column, total \$96,300 is the amount received from local businesses in terms of products and vouchers to support the campaign elements.
The total column, amount \$130,000 will be split between HCBA \$45,000 and HCC \$85,000 to the total amount.
Where HCBA cost is written indicates a cost to the HCBA business and not the activation fund.

Resolution to Exclude the Public

Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Legal Claim - 896A River Road) Good reason to withhold) information exists under	Section 48(1)(a)
C2. Appointment of Hearing Comissioners) Section 7 Local Government) Official Information and) Meetings Act 1987)	

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to protect the privacy of natural persons	Section 7 (2) (a)
	to maintain legal professional privilege	Section 7 (2) (g)
	to enable Council to carry out negotiations	Section 7 (2) (i)
	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to protect the privacy of natural persons	Section 7 (2) (a)