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## Business and Investment Subcommittee

### OPEN MINUTES

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**Minutes of a Meeting of the Business and Investment Subcommittee held in Committee Room 1, Municipal Building, Garden Place, Hamilton on Friday 2 September 2016 at 9.30am.**

#### PRESENT

Chairperson                      Her Worship the Mayor J Hardaker  
Members                              Cr A King  
    Cr A O’Leary  
    Cr R Pascoe

In Attendance:                      Kelvyn Eglinton – General Manager City Growth  
    Sean Murray – Executive Director H3 & Events  
    Jamie Reid – Customer Services and Key Account Manager  
    Jason Cargo – Key Account Manager  
    Vaughan Henry – Key Account Manager  
    Sandy Turner – General Manager Hamilton Central Business Association  
    Michelle Bailey – Chair Hamilton Central Business Association  
    Jason Dawson – Hamilton and Waikato Tourism  
    Albert Stafford – Stafford Group

Committee Advisors:              Emily Acraman & Becca Brooke

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#### 1. Apologies

**Resolved:**                              (Her Worship the Mayor Hardaker/Cr Pascoe)

That the apologies from Cr Forsyth be received and accepted.

#### 2. Confirmation of Agenda

**Resolved:**                              (Her Worship the Mayor Hardaker/Cr O’Leary)

That the Subcommittee confirm the agenda and note that Item 5 was taken first to accommodate guest presenters.

**3. Declarations of Interest**

No members of the Committee declared a Conflict of Interest.

#### **4. Hamilton Central Business Association Year End Report to 30 June 2016, Three-year Strategic Business Plan and Annual Action Plan 2016/2017**

The Report was presented by Michelle Bailey Chair of Hamilton Central Business Association (HCBA) and Sandy Turner General Manager of HCBA. They responded to questions from Subcommittee Members concerning:

##### **Financial Statements**

- The association ran at a surplus of \$10,000 for the last financial year.

##### **Collaboration with Property Council and Chamber of Commerce**

- HCBA, Property Council and Chamber of Commerce had met together a number of times to discuss key issues and enjoyed a good working relationship. Additional Meetings had been scheduled to deal with the Garden Place proposal. The groups were working well together and the Property Council had put a notice out to their members encouraging active collaboration with HCBA.

##### **BID Funding**

- Concerns have been raised about the Business Improvement District Policy (BID), however no concerns had been raised about the management or credibility of the HCBA. Council had recently put in place an economic team; consisting of 3 staff who will look into a report regarding the appropriateness of the BID funding policy. HCBA were happy to be part of these discussions and would support Councils choice to look into alternative options.

##### **Parking in the City**

- General feedback from the HCBA members was that free parking in the CBD was not the supported notion as cost was not the main issue. Current parking was not considered user friendly and the development of a new technology application was expected to remedy this. Representatives from Council would be attending the next 'Business After 5' to see the full presentation of the application. HCBA are positive and supportive about the parking plan in the Central City Transformation Plan (CCTP).

##### **Garden Place Project**

- HCBA were proposing to meet with stakeholders and gather feedback to take to PAUA Architects to develop a concept plan which would be closely aligned with the CCTP. The proposal to take over the management of Garden Place was pushed back as it required more research around new Health and Safety rules. It was envisioned the HCBA would take over management of green spaces in the next 2-3 years.
- The HCBA Garden Place project consists as a component part of a larger Garden Place plan and Council staff would be involved in the development of the overall development of the plan.

##### **Public Perception and Brand**

- HCBA were aiming to improve public perception of Hamilton by identifying and introducing ambassador training, attracting new businesses to the city, and encouraging leaders to speak openly and positively about the City.

##### **Business and Investment Attraction Plan**

- HCBA were being involved in this project as part of the CCTP plan with Council coordinating a narrative that the City can get behind. 7 major industry players had been identified across the city, Council will then work with those identified to develop attraction plans to get business into the CBD.

**Pedestrian Counters**

- These had not yet been installed, they were going to be included in partnership with another technology roll out; such as new parking technology, or street lights, rather than being rolled out as a separate exercise.

**Motion:** (Crs King/Pascoe)

That:

- a) the Report be received; and
- b) a Report is prepared considering options and alternatives to the HCBA and the BID funding

**Those for the Motion:**

Councillor King

**Those against the Motion:**

Her Worship the Mayor Hardaker,  
Councillors Pascoe and O'Leary

**The Motion was declared lost.**

**Resolved:** (Her Worship the Mayor Hardaker/Cr O'Leary)

That the Report be received.

## 5. **Hamilton and Waikato Tourism Year End Report to 30 June 2016**

The Report was presented by Jason Dawson from Hamilton and Waikato Tourism. Apologies were noted for Graham Osbourne – Chair of Hamilton and Waikato Tourism. Executive Director H3 & Events and Jason Dawson responded to questions from Subcommittee Members concerning:

### **Waiwhakariki and Kingitanga**

- Two strands of work are in place under each of these attractions; 1) working with current attractions and products and taking them through product maturity; and 2) Identifying the new attractions, looking at where the opportunities are to grow the city. Council would play a role in the development of these as attractions.

### **Areas in need of Further Accommodation Infrastructure**

- There were a number of areas within the region that needed to raise the quality of accommodation infrastructure. There were suitable low level accommodation facilities, but there was a need for higher quality accommodation in Waitomo, Matamata Piako, and especially Hamilton. Hamilton is the fourth largest city in New Zealand but ranks number 9 in terms of Hotel capacity.

### **Cycle Ways**

- Hamilton and Waikato Tourism had a key role in showing visitors how to access the cycle ways through avenues such as signage and information online. The river had been included as the central attraction in pitch about cycle ways.

**Resolved:** (Her Worship the Mayor Hardaker/Cr O'Leary)

That:

- a) the Report be received; and
- b) Hamilton City Council staff are to provide Regional Tourism Organisation with a presentation on current Council's key strategic plans

*Cr Gallagher joined the Meeting at 11:19am.*

## 6. Hotel Demand in Hamilton City

The Report was presented by Albert Stafford of the Stafford Group. He responded to questions from Subcommittee members concerning:

### Proposed Sites

- Land behind the arts Post site and Hamilton Hotel were seen as being particularly suitable to accommodate a 4 or 4+ star hotel given their location; both on Victoria Street, both in the CBD, close to other existing key facilities. A Council owned site is preferable in that it provided Council with a greater range of options to attract an investor with.

### Role of Council

- A market lead approach would struggle to achieve the yield to support a true 4 star plus hotel because of the increased investment required. Council needed to actively identify a preferred site (specifically a council owned site), and actively engage with interested parties for the identified site by determining it's offering and preparing an Investment Memorandum which would state its proposition.

### Time Frame

- Currently there was a lot of interest from international brand operators coming into New Zealand and it was crucial Hamilton take advantage of this opportunity now. If Council are to produce an Investment Memorandum now, to present to a group of selected investors, the soft opening of the proposed Hotel would be 3 years away (2019).

**Resolved:** (Her Worship the Mayor Hardaker/Cr O'Leary)

That:

- a) the Report be received;
- b) Staff are to work with Stafford Group to prepare an Investment Memorandum for a new 4 to 4+ star hotel development on Council owned sites, to market to an international brand, and that Investment Memorandum is to be presented to Council for approval and;
- c) The Stafford Group Hotel Demand in Hamilton City Assessment Report is to be circulated to parties that have expressed an interest in receiving it.

## **7. Better Business Services Plan**

Jamie Reid – Customer Services and Key Account Manager took the Report as read, and responded to questions from Subcommittee Members concerning:

### **Communication with Key Customers**

- Hamilton City Council had 79 key customers requiring various levels of service. All key customers had been given the option to speak directly to their personalised Key Account Manager. A number of initiatives were being rolled out internally to ensure Hamilton City Council was a more customer focused organisation. An example of this was the new customer complaints system.
- A briefing was being prepared for the incoming Elected Members around Councils key customers and the process in communicating with them.

**Resolved:** (Her Worship the Mayor Hardaker/Cr Pascoe)

That the Report be received.

## **8. Economic Development Key Performance Indicators**

General Manager City Growth took the Report as read.

**Resolved:** (Her Worship the Mayor Hardaker/Cr Pascoe)

That:

- a) the Report be received; and
- b) that the metrics be adopted as a baseline reporting framework for monitoring the city economic performance

## **9. Business and Investment Subcommittee - Open Minutes - 2 August 2016**

**Resolved:** (Her Worship the Mayor Hardaker/Cr O'Leary)

That the Subcommittee confirm and adopt as a true and correct record the Open Minutes of the Business and Investment Subcommittee Meeting held on 2 August 2016.

**10. Business and Investment Subcommittee - Open Action List - 2 September 2016**

**Resolved:** (Cr Pascoe/Her Worship the Mayor Hardaker)

That the Report be received.

**11. Resolution to Exclude the Public**

**Resolved:** (Her Worship the Mayor Hardaker/Cr O’leary)

**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. Hotel in Hamilton City	) Good reason to withhold	Section 48(1)(a)
C2. Business and Investment Subcommittee - Public Excluded Minutes - 2 August 2016	) information exists under ) 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 enable Council to carry out commercial activities without disadvantage Section 7 (2) (h)
- Item C2. to prevent the disclosure or use of official information for improper gain or improper advantage Section 7 (2) (j)

**The Meeting went into a Public Excluded Session at 1:20pm.**

**The Meeting was declared closed at 1:42pm.**