

## Post AGM' and member approved

### CHAIR'S REPORT - GREY LYNN BUSINESS ASSOCIATION (GLBA)

*Presented at the Annual General Meeting*

Kia ora koutou,

My name is **Marco Muñiz**, Chair of the Grey Lynn Business Association. It's my pleasure to present this year's Chair's Report - a year that marks one of the most significant milestones in our organisation's history.

#### 1. Becoming a Business Improvement District (BID)

Without question, the biggest achievement this year was the successful vote for **Grey Lynn to become a BID**. This was the result of months of outreach, face-to-face conversations, street visits, and a coordinated campaign to make sure businesses understood the benefits, responsibilities, and long-term vision.

Over **57% of eligible voters** took part - a strong turnout -and the majority supported Grey Lynn moving forward as a BID. The area now includes around **400 commercial businesses** and **300 home-based businesses**, all contributing to and benefiting from the targeted rate.

This transition means:

- Sustainable annual funding
- Stronger representation at Council
- Ability to invest in marketing, safety, events, networks, and placemaking projects
- A professional structure for delivering results for our members

It is a major step in Grey Lynn's development as a cohesive, empowered business community.

#### 2. Strengthening Governance & Structure

Over the past year, we began the shift from a volunteer-run association to a properly structured organisation. Key milestones include:

- Updating the **Incorporated Societies Register**
- Reviewing our constitution

- Establishing **sub-committees** for Marketing, Networks, Placemaking, and Security
- Clarifying responsibilities of the Chair, Treasurer, Secretary, and BID Manager
- Creating consistent systems for minutes, agendas, reports, and financial oversight

This foundation is essential for the BID model and prepares GLBA for long-term stability.

### **3. Performance & Delivery**

With limited resources but a committed team, we achieved meaningful progress:

#### **Marketing & Promotion**

- Set up improved digital channels
- Coordinated early GLBA content and messaging
- Initiated our new BID-level communications plan
- Started building a pipeline of stories, promotions, and social campaigns to lift visibility of local businesses

#### **Business Skills & Networks**

- Held networking events that brought owners together
- Established a stronger database for communication
- Began planning our “Resilience Series” of events for the coming year

#### **Representation & Influence**

- Built stronger working relationships with:
  - Auckland Council BID Team
  - Waitemata Local Board
  - Auckland Transport
- Advocated on issues such as safety, parking, market events, and business support

#### **Placemaking & Safety**

Started engagement with Community Patrols NZ

Responded to safety concerns affecting dairies, bottle shops, pharmacies, and hospitality

Began preparing groundwork for long-term beautification and activation projects in the Grey Lynn area

All of this early work sets up GLBA to start delivering at a much larger scale under the BID budget.

#### **4. Financial Stewardship**

This year's Performance Report outlines our finances clearly:

- We remained within budget
- We prepared the required **Statement of Service Performance**
- We drafted the **2025/2026 Business Plan**
- We prepared a detailed **income and expenditure budget**, including the BID targeted rate as a separate line
- We ensured transparency and alignment with BID Policy requirements

Every dollar has been managed carefully to ensure the transition to BID funding is clean, compliant, and future-proof.

#### **5. Looking Ahead: Our Strategic Priorities**

With the BID now in place and funding commencing next financial year, our goals are clear:

##### **1. Deliver visible marketing & promotions**

Regular campaigns, business spotlights, area branding, social media calendar, and digital presence.

##### **2. Build stronger networks**

Quarterly networking events, skills workshops, and partnerships.

##### **3. Advocate powerfully for our area**

Work closely with Council, AT, safety providers, and local businesses on the issues that matter - crime, parking, foot traffic, fair treatment, and representation.

##### **4. Placemaking that improves the area**

Better lighting, safer streets, more activation, improved public spaces.

##### **5. Strong governance & accountability**

Clear reporting, transparent spending, professional management.

##### **6. Acknowledgements**

I want to thank:

Our Treasurer and Secretary for their commitment

Michael, our BID Manager, for the hours and dedication behind the scenes

All board members for stepping up during a major transitional year

And most importantly, the businesses who supported the BID vote and believe in Grey Lynn's future

Your engagement, your voices, and your trust are what make this work possible.

## **7. Closing**

This has been a year of building foundations - and achieving a milestone that will shape Grey Lynn for the next decade.

The coming year will be about delivery, visibility, and momentum.

Together, we're going to make Grey Lynn one of the strongest, safest, and most vibrant business communities in Auckland.

Ngā mihi nui,

Marco Muñiz Mugica

Chairman, Grey Lynn Business Association