

2. CITY MALL BUSINESS IMPROVEMENT DISTRICT

1.30PM-2.30PM

This seminar will examine efforts being made to better manage the City Mall area. Beyond the capital upgrade to the mall, area business leaders in conjunction with the Council and CECC staff are seeking to improve the operations of the City Mall area. This seminar is intended to provide an overview of these efforts and provide an opportunity for Councillors to give feedback on how the Council can better liaise with the business community.

1. Introduction on retail management work within City Mall and connection to Central City Revitalisation Strategy - Maurice Roers, Senior City Planner (5 min)
2. Review of 'City Mall Retail Development Plan' which is a report produced by Premier Retail Marketing on City Mall focusing on recommendations actions for the mall - David West, Premier Retail Marketing (20-25 min)
3. Briefing by Antony Gough of the City Mall Business Improvement District Association on progress of the group in organising themselves and getting better management in the City Mall area (10 min)
4. Question and answer session (20 min)