



## **PARNELL BUSINESS ASSOCIATION COMMITTEE MEETING**

**4.00pm, 28 February 2017**

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### **MINUTES: Parnell Business Association Monthly Committee Meeting**

**28 February 2017**

**Home Ideas Centre, The Strand, Parnell**

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#### **1. Welcome: Paul Spackman**

Apologies: Carey Oldfield, Clare Douthwaite, Dana Johnston, John Bardebes, Martyn Hamilton, Ken Crosson

Attendees: Paul Spackman (Chair), Committee Members: Brendan Drury, Jason Galea, Jeff McCarthy, John Coutts, Paul Van Dorsten, Ricky Reddy, Vernon Tava (WLB)

Parnell Business Association General Manager: Cheryl Adamson; Marketing & Communications: Barbie Jones

The minutes from the January 2017 meeting were approved.  
Moved by: Paul Van Dorsten ; seconded by: Jason Galea; All in favour.

#### **2. Feedback on Strategic Documents**

- **Strategic Framework**

- Discussion around overarching goal

The Chairman referred committee members to the documents discussed at the last meeting. John, Paul S, PaulvD and Jeff have met with Cheryl and made progress on defining more precisely what PBA is to measure itself against.

He explained again for the benefit of committee members who had not been present at the previous meeting, what PBA is trying to do and noted the suggestion for the overarching goal 'to make Parnell the most sought after Auckland City fringe precinct in which to do business'. The sub-group were going to meet again to define the measurement goals further.



### 3. Council and Policy

- Parnell cycleway

Cheryl discussed how AT had presented their feedback to the WLB. From PBA's point of view she expressed concern around this as she believes all the work put into the submission pre Christmas was not taken into account, neither had they acknowledged all the survey forms collected from PBA, the 900 signatures on the petition from Chris Hardley and the PCC meeting. She noted that Auckland Transport had asked for another meeting next week that she would be attending, together with Jason and Terry Gould. Terry believed we should be asking for a meeting with the Mayor, but need to formal position form the local board first. Vernon said he would follow this up. He said the WLB has not formally clarified their position as they are still in discussions.

Paul Van Dorsten asked what the meeting with AT is about. Cheryl replied that AT said they were going to receive a more indepth analysis of what had been presented. She got the impression however we are going to get 'talked at'.

Brendan Drury arrived at 4.16pm.

- Parking management feedback

Cheryl said there had been slow progress on PMP. Jason then talked to this.

He said AT are looking at breaking Parnell up into 8 sections and consulting on each.

Jason said he felt AT were heading in the right direction and we had noted our preference they roll it out as quickly as possible. If done at once, it would avoid users moving into other adjacent areas, thus creating more problems.

Cheryl commented that if the parking roll out is a long process, which it sounds like it will be, then the cycleway could be rolled out first. This is something she felt we did not want.



Cheryl also noted that during the parking meeting it had come to light that AT intend to have bus lanes on both sides of Parnell Rd from St Stephens to Ayr Street and this is apparently imminent (even though we have not been informed). Vernon said there is a broad consensus that people living in suburbs closest to central city will not need the same amount of parking as people further out. He stated that at the moment it widely accepted that buses run late, plus there are not enough, which is a difficulty experienced in the transition phase.

- Stacked parking, meeting 3<sup>rd</sup> March  
Cheryl said she is meeting with one of our landowners who owns Aeroparks (stack parking). He is keen for PBA to get out to landowners who have vacant land space that could be used for stack parking.
- Cheryl said she is meeting with a shuttle company on the 3<sup>rd</sup> March and will revert at the next meeting. This is an electric shuttle contact that she met at ATEED forum.
- Parnell Station opening 13<sup>th</sup> March. Cheryl and Paul would attend the function held by Council and Auckland Transport.
  - Cheryl said that both Police and Global Security have safety concerns. She has raised these concerns, especially from when the station opens to September this year, as there is no pathway to the Carlaw Park campuses.

A developing concern is crime involving cycle theft where thieves get on and off at stations where there are no ticket booths. She has asked Summerset to fence off their land and has noted these concerns with AT, Mike Lee and the WLB.

Jeff McCarthy arrived at 4.28pm



Cheryl said she has met with Carlaw Park campus managers in terms of communications with students. They have said that their deal with KiwiRail is that the gate to the campus walkway accessing Nicholls Lane need to be open one hour before and one hour after station is open. They are also concerned about student safety.

Cheryl said she thinks that work commences late April on the pathway. Vernon agreed to see if he can get an update on this.

- Constitution and Board Charter

The chairman said he had been through the charter with Cheryl and asked how the committee wanted to handle it or are they happy for him and Cheryl deal with this. He agreed with Cheryl that 3 days was sufficient time for members to see documents prior to a board meeting.

Any conflicts of interest with committee members would need to be advised in advance or declared as soon as we are aware of them.

He said that legal advice from Grant was that we look at adopting the constitution in general and asking for changes we would like based on their template.

Cheryl pointed out that one of her major concern with the new template is the suggestion around the detail maintenance of the register of members, which is onerous. She is meeting with other BIDs to see what they are doing. Jason agreed this was a sensible approach. Paul Van Dorsten enquired about the accountability and responsibility issues as an association and Cheryl responded that we do not have any issues here as we are already complying.

There were also changes around the size of businesses who could be members and we preferred the old definition.

Paul explained that the Constitution and Charter are two different documents. The constitution is more formal while the charter is more flexible.



- Council matters general – Vernon Tava to discuss Annual Budget
  - Vernon provided an insight into the Annual Budget for the WLB, specifically the 2017-2018, \$6.7m Capex, \$22.3m for Opex.

He said there are things for Parnell that he believes PBA should make submissions for funding. In the next Annual Budget there are no significant changes proposed and WLB are continuing with their main priorities.

He touched on the Waipapa Stream and the digitised Heritage Foreshore Trail. He believed this was also for Important for Parnell with it being the oldest suburb. Paul Spackman asked if Vernon was aware of our strategic plan in having wayfinding throughout Parnell. Vernon said we should work together on this.

Vernon said it had been decided to defer the solar heating at Parnell Baths until the renewal of the buildings was complete.

- On the WLB Advocacy Points

Vernon said the top 4 include - affordable housing; solutions for homeless people; Pt Erin Pool redevelopment; minimise agrichemical use.

Other key advocacy positions include: support the development of local area plans, including community led local planning; Parnell Station to be operational as soon as possible, albeit limited services, Parnell Station pedestrian and cycling connections, especially opening greenways route; localised wastewater and stormwater solutions at a local level.

Cheryl asked Vernon about the \$350,000 allocated to the Carlaw Park pathway and confirmed this was this in the current budget? He reverted that it was.



Cheryl informed the group that she would have the train information and timetable up on the website and would let members know about it.

She asked Vernon about the WLB transport budget and if there were any allocations available. In particular, for AT way finding sites as she would like would like to apply for more than 2.

Cheryl reminded the committee that submissions on the budget need to be in 24 March.

John Coutts left the meeting at 5.05pm

#### **4. Environment and Streetscapes**

- 195 Parnell Road
  - Cheryl explained there was some confusion over this from the last meeting. She will try and move forward on suggestions that Ken Crosson had made, but still needs to check the potential ramifications. We need to draw it up, cost it out and then debate the options, including any liabilities that may be involved.
- Heard Park – meeting WLB 23<sup>rd</sup> March
  - Paul Spackman said we will be seeking assistance from WLB with Heard Park. Cheryl informed the group that she has a meeting with WLB on 23 March, requested by Woodpecker Hill. They have had some plans drawn up and are wanting to meet with the Board to review the idea of extending into the park where the toilets are. They also needed an updated status on the Plunket Room building. Cheryl said she is currently in the process of gathering information for presentation with the local board. She stated that from a WLB perspective, they do not want to see something in Heard Park that is just for commercial gain i.e. a restaurant wanting it from a commercial perspective. Paul Spackman reiterated that we want it as a park that people want to come to.



- St Georges Bay Rd, meeting 2<sup>nd</sup> March
  - Cheryl said that Auckland Transport is presenting to us this week their initiative for St Georges Bay Road. They have said they will come to us with a feasibility of a 'like for like' comparison, (how much money there is available if AT did a normal reinstatement of the footpaths), plus a differential with higher spec with more placemaking, trees etc. Cheryl said that Jason will be present at this meeting, as will be Terry Gould, Krukzeiner Properties and Mansons.

## 5. CCTV contract

- Cheryl informed the committee that the MOU for 347 Parnell Road has been signed.
- In terms of the MOU with the Samson Corporation it was found that the Axis Building is not ideal as the line of sight is not sufficient. She has approached the Textile Centre, who are happy in principle.
- CSLI contract - final changes after legal review presented and sent to CSLI. Paul Spackman will sign this on behalf of Committee.
- AT approval - CSLI chasing this up, i.e mounting of cameras on poles.

Resolution that the CSLI contract, once AT approve the use of their poles, will be signed by the Chairman.

Moved: Paul van Dorsten;                      Seconded Jason Galea;                      All in favour

## 6. Major Category promotions

- Chinese New Year
  - Paul Spackman informed committee members that we achieved our objectives from our perspective. There was a lot of good publicity and a lot of additional people came into Parnell with this. He thanked Cheryl and Barbie for their efforts and commented that the only disappointment was the prices fetched at auction were less than

expected, due to a number of possible reasons. There were not many



high bidders on the night, the weather was really bad, or it could have been the 'rooster' itself.

The final auction figure was \$25,250, with the final amount to be donated to the Starship National Air Ambulance Service being over \$19,000. This is more than last year. Cheryl said the Marketview report on spend is due end of March. She said from her and Barbie's point of view we wondered whether this event is sustainable in terms of attracting the artists. Everyone else involved seemed happy but we will go back to artists/galleries in a few weeks to see what they think.

The Chairman said Paul Sumner (Mossgreen-Webb's CEO) has offered to give a debrief.

Brendan commented House of Travel retail was down a lot in January and it seemed like Auckland in general was very slow starting in 2017, but February had picked up considerably.

- White Night, 18<sup>th</sup> March, 6-10pm
  - Cheryl said we are going ahead as planned. But this may be the last time of doing this as Auckland Arts Festival have increased expectations from BIDs involved without any additional financial support. We appear to promoting their other events and there appears to be very little on White Night in relation.
  
- World Masters Games/Lions
  - Cheryl said she was still working on proposals on this but suggested that as part of this we confirm the bookings to promote the hospitality sector in hotel circuits, \$932 X 3, i-sites \$498 X 2, (need to reserve space as it is going quickly), saying that this could come from the discretionary Tourism budget

Cheryl said she and Brendan have had a meeting to see what we could do. Hospitality would be the prime beneficiaries of Masters



Games. Hotel rooms/i-sites the most logical thing for us to do, Leaflet could have information on where to eat in Parnell.

Lions Games - 3 matches take place in Eden Park. Expected 37,000 people. Jeff suggested an inflight magazine promotion.

Paul Spackman said we need to have something for both Masters Games and the Lions Tour and suggested that Cheryl revert at the next meeting with proposals, taking note of what funds we have in the remaining budget.

Resolution to proceed with booking hotel distribution and i-sites. Concept & Artwork to follow.

Moved by: Jeff McCarthy; Seconded by: Brendan Drury; All in favour

- Waiters Race – meeting La Cigale 1<sup>st</sup> March  
Cheryl informed the committee of our meeting at the end of last year with Elizabeth Lind from La Cigale, to gauge their level of interest in being involved. She said we are meeting them onsite to give them a clearer idea of the concept of a French-inspired event, including a market. She stated that Renault is keen to push this forward.
- Christmas
  - Christmas Market  
Brendan put forward his suggestions for a Christmas Market, but knew this would need additional funding. He was meeting with Lufthansa next week to enquire if they would put up cash as a sponsor for this. He said we need to look at at doing a Christmas market in Heard Park. Jeff suggested approaching 2degrees for sponsorship.
  - Cheryl explained about PBA's Christmas tree. She said to extend our current tree to 10m and add foliage/décor/lights it would cost approximately \$15-20,000. She said a new tree ex Celebrations (9m



as per Newmarket) would cost \$48,000. Then there are ongoing costs for storage etc.

- General activations
  - Fresh Concepts. Cheryl said she met with them a week ago and explained they a company that sets up movies next to Silo in Wynyard Quarter as well as several other activations. She is also meeting with Lime & Soda and will report back to the committee when she has more information.

## **7. B2B Balance of the year**

- February - 22 Feb, BizDojo
- March - 15 March Auror
- April - 11 April, The Elephant House
- May - 17 May, ecostore
- September - SAE

## **8. Financial & Staff/Housekeeping**

- New premises office - Cheryl said we are happy in our new office. Lease has been signed
- Informed committee that there had been some petty cash removed. We had our suspicions as to the perpetrator, but could not prove this.
- Paul Van Dorsten was thanked for providing a chair to the General Manager.

**Next meetings - 21<sup>st</sup> Mar, 4pm, 26<sup>th</sup> April, 4pm**

Meeting closed at: 5.50pm