



## **PARNELL BUSINESS ASSOCIATION COMMITTEE MEETING**

### **4.00pm, 31 January 2017**

---

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

**31 January 2017**

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

---

#### **1. WELCOME: Paul Spackman**

Apologies: Clare Dowthwaite, Dana Johnston, Jeff McCarthy, Vernon Tava (WLB)

Absent: Ricky Reddy

Attendees: Paul Spackman (Chair), Committee Members: Brendan Drury, Jason Galea, John Coutts, Paul Van Dorsten, Carey Oldfield, John Bardebes, Ken Crosson, Martyn Hamilton

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

The minutes from the November 2016 meeting were approved.

Moved by: Paul Van Dorsten; seconded by: Martyn Hamilton; All in favour.

#### **1. Budget update**

- Cheryl provided an overview of where Parnell Business Association (PBA) stands financially at mid-year (to 30 January 2017) for committed and discretionary funds; explaining to new committee members how the discretionary funds work.

She said we are tracking well according to budget. Paul Van Dorsten and Carey asked if the table could reflect positive and negative variances to budget.

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

- **Strategic Framework**



The Chairman noted that he felt we need to include an explicit goal in this document about what we are trying to achieve as related to timelines and measurables.

John Coutts asked if this is the document that goes to Council. Cheryl confirmed this.

Paul Spackman explained that now the new brand positioning is in place it is important to have a 1-2 sentence introduction to the Strategic Framework as to our vision over the next 5 years. Several comments were made from the committee about what was measureable and it was decided that a sub committee would work on this further.

Cheryl noted that her KPI's were aligned to the Strategic Framework. She feels this year it is very important to focus on Council/CCO's and landowners in order to achieve our objectives.

- **Marketing Strategy**

- Cheryl explained this had been created so she has something to give new businesses in Parnell, as well as existing members who had queries about the marketing strategy, which often manifested in fruitless meetings.
- Discussion around 'Seasonal Support' Christmas in Parnell and PBA's involvement. Cheryl said it is hard to compare Parnell with other areas such as Newmarket which had several large landowner who each contributed substantial Christmas décor. Newmarket BA did flags and a Christmas tree, but all other Christmas decorations were initiated by the landowners. She suggested we debate if PBA should get a new tree or resurrect the old one. We would then inform members we support Christmas as a seasonal promotion.
- Activation partners. Cheryl talked about the pressure on the team in creating promotions and suggested that PBA should be seeking outside partners e.g running a market in Heard Park/buskers/festival etc. She informed the Committee that she has sourced a few companies that she could chat to and would be seeking proposals. Brendan asked if there were possibilities to have a sponsor for a Christmas tree? Others favoured the idea of a Christmas market. John B shared his experience



of Christmas overseas. Paul Spackman confirmed that to do this we would need an external organisation to partner with, rather than the Association creating the activation.

- Discussion Masters and Lions –Cheryl said we are being asked about what we are doing for these events. She reported that she had attended 2 ATEED forums on this who suggested that our SEO is the most important factor as international visitors search online. She said it is hard to capitalise on Masters Games as there are numerous small events – only the Cross Country is near Parnell (in the Domain. She and Brendan were due to meet to further discuss this. Cheryl said it was hospitality that would benefit the most from these events.
- **Brand guidelines**

Discussion around Trademark – Paul noted that Cheryl had drafted some brand guidelines. Asked for feedback from committee members. He then explained the difference between Trademark & Copyright and said he felt we needed this to protect our brand. Approx cost is \$1,950 exc GST.

All agreed this was not a lot of money, and we should proceed.

Paul v moved; John B seconded
- **Leasing Gap Analysis**

Cheryl explained that this document refers to the Parnell retail strip from the Cathedral down to Heather Street, and was intended to be presented to landowners on a one-to-one basis. Cheryl noted that several other BIDs had used similar tactics to try and influence the tenant mix and make landowners aware of the shortfalls.

John B felt this document was very factual. Martyn said he is comfortable with Cheryl going to landowners with this document.

**Brendan left at 5pm,**

### **3. Environment and Streetscapes**

- 195 Parnell Rd – Cheryl has had meeting with Auckland Transport on site about the potential for a temporary hoarding. In principle they are happy subject to a design, noting that we should not compromise the footpath. Ken responded that he has looked at the site and said there are several things we could do, all



depends on budget and what we would be allowed to do. Much discussion took place about the ideas and potential repercussions. It was agreed that Cheryl should investigate this a bit further before we table any ideas to AT.

5.10pm John C departed

- Heard Park – meeting WLB. Woodpecker asked Cheryl to organize a formal meeting for them to meet with WLB. Earliest is 23 March. Cheryl & Ken are meeting Woodpecker next week. Ken said he is keen to see what their views are. He said fundamentally we need to find another location for the toilets and the Plunket Rooms and then we could work on how to activate the space.
- St Georges Bay Rd – AT are nearly ready to present their like for like costings with the streetscape and footpath renewals. AT have scoped the area and are going to present to us what the budget would be if they just renewed the footpaths, versus a higher spec that included additional streetscape items. Cheryl will follow up with the relevant landowners as soon as AT confirm a time.
- Retailer study / AUT feedback. Paul S noted that we were not particularly happy with this report as it mainly concentrates on what we know already and is very academic. The essence of the feedback is the challenge of window spaces – glare, lack of décor & merchandising. Jason asked if we can put the report in the Dropbox – Cheryl said she would do this.

#### **4. Council and Policy**

- Parnell cycleway and parking management feedback – Jason said he and Cheryl met with AT earlier in month regarding our submission to the proposed cycleway down Gladstone Rd which removes 95 parking bays. Ken said he was aware that several people who attended the PCC public meeting were in favour of a cycleway on one side only. Jason noted AT said their budget does not allow for any additional treatment as it is curb to curb only, with paint on the road. Cheryl said they came from the meeting disillusioned as it appeared they were totally driven by budget and timeframe in which to spend it. Cheryl said she is in communication with other property owners as to next steps forward. Paul S suggested that we try and put pressure on AT via political routes. Other members suggested media pressure. Cheryl said she was trying to get other BIDS involved and noted that our position is not that we are against cycleways but want AT to rethink this design so it does not have such detrimental outcomes on



parking and amenity. We had also asked to have the Parking Management Plan implemented first.

- Parnell Station opening 12<sup>th</sup> March – Cheryl said she has heard this date via a blog, but not officially, despite several attempts at contacting Auckland Transport trying to get this information. She has met with Mike Lee and the Parnell Community Committee as to how we should handle this official opening. She noted that our preference was for a ‘soft’ opening until certain milestones (station building/easement/Carlaw pathway) were reached.
- Constitution and Board Charter  
Cheryl said she Jason and Carey had met with Grant Hewison who had presented a comparison between the old and the new templates. Cheryl was to delve into this a little more and present what she saw as onerous obligations we would like amended.

## **5. CCTV contract**

- MOU 347 Parnell Road – Cheryl said she is waiting for this MOU at the moment. Martyn said he would follow up.
- MOU Samson Corp – in process. Cheryl said she met with Samson Corporation and visited the Axis Building. She is waiting for CSLI to send information so she can process this MOU.
- CSLI contract – Cheryl informed the Committee that this contract was given the 99% green light late December, but the sub-committee members had suggested a legal review to maintain good governance.
- AT approval – CSLI was chasing this and we would hopefully have news soon.

Timing - Cheryl said hoped we would be able to sign within a few weeks.

## **6. Major Category promotions**

- Chinese New Year. Cheryl noted that all was going well re the organising and exhibition but said she is battling with mainstream media this year and feels disappointed compared to 2016, despite much more effort. She noted that the earlier timing had impacted the coverage - a lot of media programmes are only restarting in Feb, Mediaworks have had big reshuffle and in addition, there are more Chinese New Year activities on in Auckland as compared to last year.



- White Night -18 March. Cheryl said she believes Auckland Arts Festival are strongly asserting their brand identity and that while we are committed for this year, we need to evaluate this for future. She said the main complaint from other BID's is that there is so much on at the same time that White Night marketing is not gets swallowed up. She said she does not feel we are getting the support from them, even though it costs us a lot to stage. Paul Spackman confirmed that he felt the numbers attending in 2016 were lower than 2015.
- The Big Hoot - Cheryl said The Big Hoot (originally owned by a company in the UK) is coming to Auckland in March 2018. Is a bit similar to our Chinese New Year concept. She had had a proposal brought to us for a contribution of \$10,000 for one owl. There was general agreement from Committee members this was not something they wanted to support.

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

- BizDojo 22 Feb. Barbie said that BizDojo resident, 90seconds, would co-host the B2B. Cheryl encouraged members to attend.
- March - Barbie is liaising with Ecostore and Hucklberry Farms to co-host.
- Elephant House have also expressed an interest in hosting a B2B.

#### 8. **Other Council Matters** - No matters presented as Vernon Tava was not in attendance

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

- KPI's Cheryl - The sub-committee have agreed on KPI's for the General Manager, and Cheryl will document these for others to see on Dropbox.
- New premises for PBA office

Cheryl reminded the committee that City Construction had asked for PBA if they could move offices as Amber Whitecliffe wished to expand her business into PBA's current space. This was agreed, given very limited staff working space and a lack of space for meetings.

A comparison of market options was undertaken prior to the decision on the new premises at 2 York Street, Parnell. The various options were documented in the Monthly Report. Having exhausted other opportunities presented, it was felt this premise was the best option as it offered additional shared space and access to a



meeting room and board room. Given that the new office space is owned by Committee member John Bardebes, he abstained from the discussions and voting.

Resolution : Parnell Business Association office be moved to 2 York Street and the lease with New York Properties Ltd at an annual gross rental of \$24,000 (ex GST) plus utilities for a term of three years be approved.

Moved by: Paul Spackman;    Seconded by Paul Van Dorsten;    All in favour

Meeting closed at 6.00pm