



## **PARNELL BUSINESS ASSOCIATION COMMITTEE MEETING**

### **4.00pm, 29 November 2016**

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

**29 November 2016**

**Windsor Castle, Parnell Road**

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

Apologies: Carey Oldfield, Clare Dowthwaite, John Bardebbs, Ken Crosson, Martyn Hamilton, Peter Allard, Dana Johnston

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

Paul Spackman extended a welcome to new committee member, Brendan Drury of Orbit Travel, and Vernon Tava from Waitemata Local Board, announcing that Brendan replaces Peter Allard who has resigned from the Committee due to conflicting obligations in his own company.

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

The minutes from the October 2016 meeting were approved.

Moved by: Paul Van Dorsten; seconded by: Jason Galea; All in favour.

#### **2. POST AGM FOLLOW UP**

- **Annual Accountability Agreement** has been not yet been signed and sent to the BID team. Cheryl explained that since the new BID policy there are more accountability issues. Our response to required material is now reported at Local Board meetings, and they are scored on performance of the BIDs in their area.
- **New Constitution & Board Charter** – approved Grant Hewison quote \$1,400



plus GST to revise this so it is in accordance with the 2016 BID Policy. Cheryl to set up meeting.

This was approved by a round-robin of emails, following the request made at the Oct committee meeting.

### 3. COUNCIL & POLICY

- **Parnell cycle way and parking management feedback**

Cheryl explained the AT survey on Parnell parking. AT have come back with a draft on how they plan to handle parking within and around Parnell. The aim is to eliminate all-day parking (commuters and staff). Jason & Cheryl attended a meeting with AT. She said a Residential Parking Scheme would ensure residents would get parking permits, especially those with no drive ways.

The next consultation tabled was on the proposed cycle way all the way down Gladstone Road, with cycle lanes planned for both sides of Gladstone Road, eliminating over 95 carparks. Cheryl explained that this would have huge impact on the Gladstone Road shops, in particular. She said PBA need to put in a submission as AT has put this out just prior to Christmas with expected feedback by 23 December.

Paul Spackman explained the situation to Vernon with respect to the impact on businesses as he felt AT did not take into account their requirements. He explained that PBA is not opposed to cycle ways as such, but it is pro businesses surviving.

Cheryl asked if PBA should be asked to delay the feedback timeframe or call for a public meeting? Paul Van Dorsten suggested they extend this, but Jason felt it is generally only a month's extension and with summer holidays this would make little to no difference.

Vernon pointed out that he informed Cheryl and Luke of the advance notice of the cycle way proposal last week, but this was only 2 days before the release of the info, so really no advance warning as is usual.

Jason then explained the parking is in 2 parts – business and residential zones. AT will only offer residents permits in their zone and in mixed use zones. Businesses do not tend to get permits and the car parks in mixed zones would be offered to residents first. Jeff asked if this was preordained, given this is a short term



warning and felt we need to think about the tactics that are going on here. Are we fighting something that is already won? He suggested we go for an extension – stretch it out. Jason said he believed that the cycle lanes in Gladstone Road would go ahead anyway and we would need to decide on the best strategy for the affected businesses.

Vernon explained that he shared the transport portfolio with Pippa Coom on the Board and did not want the Committee to think this was a preordained thing at all. He said there are cases where things have been changed and felt asking for more time into a less viable time of year needed to be considered and how much more feedback would you get in January as compared to the four weeks leading up to Christmas.

He pointed out that part of his role as an elected member is to represent us back to Council and AT, as well as the other way around. An extension would probably not serve our purpose well. With commercial and residential on Gladstone Road being on different sides he felt we should look at a proposal that requests some changes.

The Chairman agreed and recommended we do not oppose a cycle way outright but look at how the design can be adapted, it so it has the least impact on the commercial side.

It was pointed out the school pick up and drop off is on both sides.

Jason, Cheryl and Vernon agreed to meet on site to develop the strategy. Jason reiterated we should stick to the AT deadline for submissions.

- **Parnell Station –Parnell Heritage/security**

Cheryl said that Parnell Heritage is keen to have a home in the new station building. She has taken this to Auckland Museum who have indicated they may be interested in being involved in some limited capacity, but she has not heard anything definitive back yet.

She explained the station building asset will be transferred from Kiwirail to AT, following its refurbishment. AT may put out feelers to have an i-sites there as part of their leasing strategy.

In terms of station security, she mentioned that her planned meeting with AT was cancelled at the last minute when she had 10 people attending.



Brendan asked when is the 'go-live' for the station. Paul Spackman said the station building was meant to be delivered to the site this month for refurbishment. The go-live for the station is still set for around Easter 2017.

- **AT St Georges Bay Road**

Cheryl provided info of her scheduled meeting with two reps from AT the following day at which they would inform her what AT can do to contribute to the design.

Jason mentioned that AT said they would do this at no cost. She expects clarity tomorrow and would then report to the relevant landowners.

#### **4. CCTV TENDERS**

- Cheryl said the MOU with the Museum has been finalised and will be signed on Thursday. It includes a contract period the same as for CSLI.
- MOU 60 and 347 Parnell Road –Cheryl is waiting for Martyn to revert with comments. The draft is with Martyn.
- Letter and MOU Samson Corp – She has not approached the Samson Corp yet. She does not want to hold CSLI up and will action this as soon as possible.

- **CSLI Revised costs**

Paul van Dorsten clarified costs and the various stages. Phase 1 – 12 cameras in 3 spots, indicative Phase 2 is 6 cameras in 2 spots. He confirmed that we have the right to buy into and out of lease. He queried clarification on lending from a bank.

Cheryl recapped the process as to how the sub-committee came to their recommendation. They felt if CSLI was to finance the capital costs they would carry the risk, rather than the bank. If we could negotiate a few percent down from the CSLI offer, this would probably amount to a savings of approx. \$5,000 over a 3 year period, but the risk would be increased on our side.

Jason asked what the likely risks were to which Cheryl responded faulty cameras, equipment etc. While much of this would be covered by a warranty, the response time to fixing faults was key and if CSLI were still at risk, they would be more incentivised. She explained that the analysis of costs had been through several rounds of discussions.



Jason asked for clarification on the 3 year term and noted it was a big financial commitment. Cheryl said the spreadsheet including Phase 1 and 2, showed a small shortfall in year 2, but this was recovered in year 3. She did not feel the shortfall was significant enough to impact on cash flow and could be managed.

### **Resolution One**

That Parnell Business Association approve the costs tabled by CSLI of \$342,700 (including GST) over a 3 and a half year contractual period, for the equipment, installation and maintenance of the CCTV system as proposed, in which the capital costs for Stage 1 is \$199,997 (inc GST) and an indicative Stage 2 is \$48,663 (inc GST). That the contractual period should ideally commence from 1 Jan 2017 to 30 June 2020 and that six months before the end of the 2020 financial year the Committee can negotiate a new term with the supplier. That the contract can be signed with CSLI once the MOU for Auckland Museum, 60 and 347 Parnell Road are in place as well as confirmation from Auckland Transport for the use of their poles.

Moved by Paul Van Dorsten      Seconded by Ricky Reddy      All in favour  
The minutes to also note that the same recommendation was received by email from Carey Oldfield, Martyn Hamilton and John Bardebes.

It was then discussed that a sub-committee be set up to review and approve the final contract with CSLI as the next committee meeting was only the end of January. Paul Spackman requested that he is a part of this, as well as Martyn, Carey and possibly John Bardebes. Jason and Paul van Dorsten asked if they could see the documentation but felt they did not need to be on the sub-committee.

### **Resolution Two**

Agreement that a sub-committee be set up as above to review and approve the final contract with CSLI.

Moved by Jeff McCarthy      Seconded by Jason Galea      All in favour

## **5. BRAND REPOSITIONING**

- **Website/ Banners /deckchairs**

Cheryl informed the Committee that the new branding is on the website now, but we need new images and have no budget for this yet. She said it will happen at



some stage. She explained changes to the Facebook page and issues with name change and time to fix this taking 7 days., but confirmed that technical issues and redirects are slowly happening. She asked Committee members if they do spot old branding anywhere to please tell the office straight away, especially if they see something on external web sites as they will be out of date and need attending to.

- **Feedback evening at Ogilvy and comments post event**

The Chairman thanked Cheryl for all her work. He believed it was a journey of faith and was pleased that we had a robust process and that the outcome will stand us in good stead over time.

He said we'd had very few negative comments.

Further comments: Brendan mentioned that the cost of the rebranding was excellent and he felt the new brand has something for everyone. Jason said it was also time that we did this to reflect changes in the entire precinct of Parnell.

- **Discussion of how we allow our members to use the logo**

John Coutts asked how we use and protect the logo as he heard this asked at the presentation. Should there be costs for members to use it for example?

Paul Spackman said do we restrict who can use it; what are the guidelines? We do not want to have it misused. Jeff said we have to do something given it is a logo so we need a set of rules so everything has to be signed off.

Paul Van Dorsten said it may not be achievable with our existing website but we could set rules around usage to which people have to agree when they download. Ricky felt we needed brand guidelines. Paul Spackman said we need to have a 'licence to use' that would set out guidelines that people would sign off on. It would be free to use, but users must be a PBA member. Cheryl would need to draw up a set of guidelines. Ricky said he would look at Zenith to see what their guidelines were.

- **Trademark – costs**

Paul Spackman said he believed we should protect the logo and byline with a trademark. We have been given a quote for protection of this. Paul Van Dorsten asked if we would have budget to chase up on any misuse. He believed we have automatic copyright in NZ because we have a design. If someone copies it we can tell them to stop. He said this is the same position as if you have a trademark. Jeff agreed that he felt we were protected under copyright already and felt we don't



need to trademark.

Brendan said we could monitor it and if there is misuse of the logo we could check copyright.

Cheryl agreed to check the legal protection of copyright with Ogilvy.

Paul Spackman said if we feel it does not provide protection of the logo, the Space To Be etc we need to look into this further.

Ricky pointed out the the PBA logo isn't just the box but also the icons. The Chairman reiterated that we should protect the name of PBA, the logo and slogan.

Jeff said covering it across all the different applications can be difficult with trademarking and each one incurs a fee which needs annual renewal.

It was agreed there would be no resolution at this stage to trademark the new brand as we needed to investigate this further.

## 6. MAJOR CATEGORY PROMOTIONS

### Christmas

- o Music Thurs nights - are going ahead as promised. Cheryl said it has been quiet on the street with not many people around and not all shops staying open until 7pm.
- o The Christmas Market Day had been cancelled by Peter/City Construction, so we set up a competition at the last minute, thanks to HOT with prize sponsorship.

Paul Spackman raised the issues around Christmas promotions and noted that despite engaging a retailers group, there have been limited outcomes - in fact it has slowed us down. He noted that although we did get some good dialogue, the negatives in this group remain. He suggested we revisit establishing our marketing strategy in the new year.

Cheryl said she felt our approach of having a small working group per major promotion worked far more efficiently than the RWG. Examples were White Night & Chinese New Year (in which we worked closely with the galleries), Décor (where we included a small working group of décor representatives) and Waiters Race (where we consulted some hospo guys). In this way we consulted with experts in their fields and then managed the activation/promotion ourselves.



Paul S added that the Parnell Road businesses have not contributed more to the budget since the increase in size of the BID, although some appear to think there is more money for the promotion of retail. He invited Brendan to be involved with this discussion in the new year.

Brendan said the engagement is hard as so many of them are not engaging in anything. There are very vocal retailers, but they are not necessarily the 'destination' or 'attractor' stores in Parnell – we need more of those types of tenants. There is a range of different expectations as well as a definite day and night patronage. traffic and we don't have the 'brands' that attract people here.

Cheryl mentioned that while certain retailers wish to have money spent on Christmas, Parnell is not a typical Christmas shopping area as people flock to the malls as we do not have a good range of tenants to support Christmas shopping.

Paul Van Dorsten said he had read The WLB/Marketview report on city fringe retail, which was very interesting. He noted that Parnell had only 6% local support, which was much lower than other competitive areas.

Paul Spackman said he hoped the AUT study would assist retailers understand some of the issues.

Cheryl also noted that we need to source some activation from outside our organisation and compared to other BIDs, we were lacking in this. We need to look at this in 2017.

Various other comments were noted on the merit and difficulty of attracting cruise passengers and how certain retailers felt they had value, but others felt they do not spend money and returned to the ship even for meals as they are already prepaid.

### **Chinese New Year**

- Roosters – 38 roosters have been allocated to artists and 5 celebrities.
- SkyKiwi /other sponsorship – we have had a meeting with SkyKiwi for sponsorship and are waiting for a response, which is due early next week.
- Mossgreen-Webb's re the auction – we are meeting with them on Friday.



## **7. Retailer development/new tenancies**

- Cheryl said there would be the presentation of the AUT study findings on 12 December at 6pm. She encouraged board members to attend this if they were interested. She said she is looking at 6-10 retailers at this stage attending. She said she hoped the findings could be helpful to landowners as well. What she has seen of the presentation is that challenges include things such as the topography of the Parnell Road strip and sun glare which made the windows dark and unappealing.

## **8. B2B Balance for 2017 year**

- Wakeup was scheduled for February
- Currently researching Museum/Eco Store/Bizdojo

## **9. Council Matters – Vernon Tava**

Nothing additional to report.

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

- **KPI's**
  - Cheryl has met with the chairman and Paul van Dorsten to discuss her KPI's for the next year. In terms of marketing, they are trying to prioritise signature events and get the balance right. Cheryl said she would be aligning her KPI's with the Strategic Framework as there were also all sorts of other initiatives to consider as well such as the precinct plan development.
  - Paul Van Dorsten said time allocations and pressures on staff needs to be looked at.
- **New premises office**
  - Paul Spackman informed the Committee that we are looking at new premises owing to the fact that Amber Whitecliffe wants to extend her space into the PBA office for a bridal range and City Construction have asked us if we would mind relocating. Cheryl said we have been offered two potential spaces by City Construction but were also looking at other options.
  - Jason asked if we have a lease with City Construction and Cheryl responded that we have a licence to occupy, with an exit point mid next year.
- Paul Van Dorsten mentioned Bizdojo have shared short term space.

Meeting closed at 5.40pm.

First meeting 2017, 31 Jan