



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 7 Aug 2019 (deferred July meeting), Jasmax Boardroom, 2 Marston Street, Parnell

1. Welcome – Paul van Dorsten

Attendees: Brendan Drury, Hamish Boyd, Lisa Caughey, Lisa Stone, Jason Galea, Martyn Hamilton, Ricky Reddy

Parnell Business Association: Cheryl Adamson, Carolyn Keep
Apologies –John Bardebbs, John Coutts, Nick Healy, Richard Lees, Vernon Tava

Approval of circulated minutes from meeting 25 June
Moved by: Lisa Stone Seconded by: Brendan Drury

1. AGM Prep

- Cheryl confirmed that we had booked Next Gen conference venue, which was booked for midday on the 1st Oct, and suggested the meeting was advertised as from 12pm-2pm. Brendan asked for confirmation from the meeting re the new lunch time slot and Hamish said he endorsed the objective of a 'responsible' business meeting, free of alcohol.
- Cheryl went through various options of potential budgets and rate in the dollar implications. She showed the meeting the comparative rates all the other BIDs were paying and noted she had had a detailed meeting with Brendan and Jason re suggested increases and what priorities this would be allocated towards.
- Brendan noted he was concerned about the growing retail vacancy rate all around Auckland and including Ponsonby, Remuera and Parnell and suggested we needed a procedure for addressing this. Various suggestions followed as to what format this could take, but all agreed that the landowners were integral to this process. Cheryl mentioned how Pop up stores could be an option and how Sydney had handled similar challenges. Jason mentioned a good speaker he had heard recently.
- After much discussion, the meeting agreed that, in addition to maintaining 'business as usual', which included keeping up our marketing and crime prevention programme, plus minimal increases in running costs, key new priorities were:-
 - To allocate funds to respond to the objectives from The Parnell Plan, which may include initiatives such as the sculpture walk.
 - To allocate budget to a 'vacancy response' – especially for Parnell Road.
 - To address the lack of public transport in St Georges Bay Rd as well as to and from Parnell Station, with reference to a potential shuttle.
 - To allocate funds towards responding to opportunities presented by the America's Cup.



Resolution

That we agree to request an increase the targeted rate for 2020/2021 up 8.5% to \$927,625 (after GST) and seek to have this approved at the AGM

Moved by: Lisa Caughey Seconded by: Hamish Firth

Martyn abstained, all others agreed, motion carried

- Nominations - Cheryl mentioned that Ricky was not going to stand again, so in effect there was one vacancy on the committee. Cheryl reminded the meeting that when we consider a potential new member, we should consider geographic location, skills and sector representation, as we need a balance of these attributes on the board.
- Financial Report – Cheryl mentioned this was I draft format and would be ready for the next meeting at the end of August.

2. Grafton Gully Presentation and consultation

- Cheryl showed the meeting one of the visuals of Grafton Gully and explained that although it could be 10 years away, it represents the largest development opportunity in terms of footprint in the city center after Wynyard Quarter
- Feedback on the consultation is required end Sept (so before the AGM)
- She suggested a presentation on 27th Aug, following the board meeting, to which we could invite interested owners/near to on The Strand to join. George Weeks from Auckland Design office is free to present.
- All agreed this long-term prospect was exciting and we should go ahead.

3. Retailer Seminar 29th Aug

- Cheryl mentioned that the current response was slow but was sending out further invites.

4. Council and CCO's

- **The Strand /AT**
 - Cheryl gave feedback on the BID meeting with Shane Ellison, as well as the 'Draft Interim Plans for The Strand. She also mentioned her meeting with Tony Gibson from Ports of Auckland.
- Cheryl mentioned her presentation together with Hirani from Te Tuhi re the Sculpture and Pavilion concept. Hamish gave suggestions as to how he was hoping to progress this with various Parnell landowners and Lisa C would assist.
- Submission Climate Action Framework, needed by 5th Sept. Cheryl said we would be completing this with assistance from Grant Hewison.



5. Security

- Security Contract
 - Cheryl gave an update on the First Security Termination & retention of James Milne with the new service operator, Platform 4 Group. She updated the meeting on the intentions of Newmarket, which were currently constrained
 - Cheryl noted he would be signing Contract & Service agreement for 12-month term, starting date 1st Sept and that John Bardebes would be back from overseas by next week.
- Parnell City Lodge update meeting with David Seymour and MSD – Lisa Stone updated the meeting on her feedback from this session
- Next actions re the Anglican Trust were debated, following the acquisition of the lease and the discussions around the clause mentioning nuisance to neighbours. It was suggested that
 - James survey the businesses closest to the premises to see what their current impression were of criminal activity.
 - Cheryl to meet the Bishop and Dean and explain our position.
 - Potentially this would be followed up with a letter to the Trust.

6. Marketing

- Elemental/ Elements of Parnell – Carolyn and Lisa Stone both gave feedback on their positive feelings of the promotion and Carolyn reported some of the comments from ATEED and the restaurateurs.
- Carolyn also gave feedback re Décor promo being underway – for the month of September
- Artweek – was going to be low key, with support given to Te Tuhi
- Christmas – based on the positive activation in Heard Park for the Winter Festival, we may consider some evening activation?
- Year of the Rat – we are planning to focus on Street Art and would report further in following meetings.

7. B2B meetings and other

- 13th Aug – Te Tuhi meet the neighbours
- 20th Aug Mayoral breakfast
- 27th Aug, Grafton Gully presentation
- 29th August, Retailer Seminar
- 18th Sept – meet the delegates (meet and greet)
- 1st Oct AGM –
- Oct B2B to arrange
- Nov B2B to arrange

8. New Item – Sustainability

- Cheryl gave feedback on the following
 - Many recent consultations were focussing on this subject – Waste minimisation, Trade Waste, Our Water Future, Climate Action etc
 - Other BID's are doing various things from waste programmes to veggie gardens.



- Cheryl met with Samson Corp to discuss possible and achievable initiatives for Parnell – they suggested that waste was top of the list
- First Actions, set up an interest group – already have interested parties. Hamish from Jasmax mentioned what they were doing in terms of worm farms etc.
- Do a survey of current waste to landfill
- Set up a website page with several resources
- Several suppliers keen to assist
- Then present to landowners (Celia from Samson Corp happy to chat), followed by tenants (with help from suppliers)

9. **Health and Safety** –nothing to report

10. Financial & Staff/Housekeeping

Next meeting 27 Aug, Jasmax