



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 1 May 2018

2 York Street, Parnell

1. Welcome: Paul van Dorsten

Apologies:, Carey Oldfield, Jeff McCarthy, John Coutts, Lisa Caughey, Martyn Hamilton, Ken Crosson, Ricky Reddy

Attendees:

Committee Members: Brendan Drury, Jason Galea, John Bardebes, Lisa Stone

Parnell Business Association: Cheryl Adamson

Approval of circulated minutes from Mar meeting

Moved by... John Bardebes Seconded by.....Jason Galea, all in favour

2. Health and Safety

- Cheryl alerted the committee to the fire that had taken place the previous week at Crown Range Cellar and expressed her sympathy for the damage they sustained. She said that Lisa Caughey had expressed concern about Fire Drills and lack of adherence to Fire marshals requests. Cheryl mentioned that LisaC was planning to raise these issues with her landlord.
- Cheryl also noted they had sent out a reminder about fire prevention to all members.

3. Council and CCO-s

- **Regional Land Transport Plan (RLTP)** – The consultation for the RLTP had just opened and the deadline for submissions was the 14th May. There was a great deal of ‘wordage’ around general issues, but very little detail on specific projects, and almost nothing that related to Parnell. There was no detail on proposed cycleways. Cheryl said she would be conferring with Jason on our submission.
- Brendan queried what was happening at Parnell Station as there were often derogatory remarks about the lack of support as well as not all the trains stopping.
- Paul mentioned that on the corner of The Strand outside the Saatchi building the tar seal was folding due to the heavy traffic from Ports of Auckland and enquired what role NZTA was playing in this plan.
- **Parking meters St Georges Bay Rd** – Cheryl noted that AT had just let us know that they would begin installation this week.
- **Parnell Plan – activation.** Cheryl explained the concept behind this activation and that it was councils request, and very much in our interest to get as much interest around the draft plan, which was due for consultation around mid May



to mid June. Ideas that had been tabled included an electric Tuk Tuk shuttle to solicit initial responses, plus a combined winter solstice Truck Stop event with La Cigale on the 21st June. Council may also do other public activations such as a pub night quiz and Auckland Museum were willing to do an activation.

4. Marketing and Promotions

- **General budget feedback** – Initial budget options has been presented to LisaC and Brendan for comment. In the marketing budget there were 3 pressure points for the 2018/2019 year and choices would need to be made between how much was allocated to each. Brendan communicated his preferences.
- **Paws in Parnell review – 5th April** – Both the Local Board and the event permitting team at council were happy with the review of this event and were willing to grant further permits. The PBA team would be applying for a licence for the next season.
- **Chinese New Year** – Cheryl commented on the fantastic results as presented by Marketview – with spending increasing by 29% and transactions by 7.2% – equating to an increase of over \$1,6million in spend and over 9,000 additional transactions over the comparable 2 week period in 2017.
- **Parnell Interiors** – the promotion was proceeding with Denizen and stores along The Strand had expressed interest in a collective design day and were currently seeing who would participate.
- **WeChat mini programme** – budget allocated to ‘Asian media’ was being allocated to this drive, which was like a mini website on WeChat and would assist in attracting Chinese tourists to Parnell if enough businesses jumped on board. Cheryl explained the concept and the fact that retailers could opt to use this payment gateway together with AliPay. The concept was being presented to a steering retailer group the following morning and would then be presented at the seminar on the 5th June.

5. CCTV, First Security

- **CCTV, owners premises** – Martyn had given feedback prior to the meeting that there was still no confirmation from his building owners. Cheryl mentioned that she had seen a few other landowners and there was a degree of resistance to paying for higher value technology in order to comply with the PBA network. She tabled the suggestion of subsidising one external camera for a limited number of strategically located buildings. Paul asked how many buildings could fit this criteria and what kind of funds would be applied. John Bardebes said he agreed with the concept but we would need to agree terms regarding ownership/maintenance etc.

Resolution: That we allocate \$7,500 (ex GST) for 5 grants of \$1,500 towards external facing cameras in strategically located buildings, subject to confirmation of ownership/maintenance etc.

Moved By John Bardebes seconded by Jason Galea, all in favour

- **First Security** – Karina was off again but the new patrol person James, was working out well.



6. B2B network meetings and seminars

- 19 April – Auckland Bowling Club. John Bardebes, Lisa Stone and Brendan all agreed it had been a fun event. John suggested we could have had more people there and queries if members were receiving individual invitations. Cheryl confirmed that they were, but said the office team was also concentrating now on getting more contacts within member companies on our database.
- 5th June - WeChat Chinese media. As noted earlier, this was going to take place at Quality Hotel and would also include a general address on Chinese media from The Chinese Herald
- 21st June – Winter Solstice at La Cigale Truck Stop incorporating an activation of the Local Area Plan
- 18th July – Ivy House
- 28th August – Millennial talk

7. Financial & Staff/Housekeeping

- A budget pre meeting discussion was set for the 7th May with Jason and Paul.

8. Other business?

- 195 Parnell Road – Paul confirmed he had had a discussion prior to the meeting with Jeff and had requested clarity on the compensation (or lack of compensation) from the owner in question for the potential project management of repairs on these premises. Jeff had sent an update just before the meeting to say that following his discussions with the landowner, work was set to get underway on the roof replacement this week with completion set for mid June, following which costs were being sought to clean, repair and paint the exterior front of the building as well as tidy the front windows and improve the internal space. John Bardebes also highlighted the meeting he had had with Jeff and Cheryl to offer the suggestion from RCG to cover the external glass with a graphic interpretation of what the premises ‘could look like’ as they felt this would really improve the changes of the premises being let, given that the building had a really bad reputation. Paul asked the committee if they felt there was any liability for the association in this regard, and all agreed there was no liability as while Jeff had initially made contact with the owner on behalf of the PBA, the decision to ‘project manage’ certain improvements was his own decision. The board agreed they were grateful to Jeff for any opportunity to get this premises closer to being leased as they were filthy and embarrassing. It was agreed that Paul would give Jeff feedback, but also note that we still felt that a quality vinyl graphic covering the windows in addition to the other projects would be both a visual improvement as well as make the premises more attractive to lease.
- Shuttle – Cheryl mentioned she was seeing Xero again to further this discussion.

Next meeting 2018, 29 May, BizDojo