



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 25 July 2017

2 York Street, Parnell

1. Welcome: Paul van Dorsten

Apologies: Brendan Drury, Dana Johnston, Kerry Bothwell, John Coutts, Ken Crosson.

Absent: Vernon Tava

Attendees:

Paul van Dorsten (Chair),

Committee Members: Carey Oldfield, Jason Galea, Jeff McCarthy, John Bardebes, Martyn Hamilton, Ricky Reddy

Parnell Business Association: Cheryl Adamson, Carolyn Keep

The minutes from the June 2017 meeting were approved.

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

2. Security

- CCTV contract
 - Comments were favourable in terms of the demonstration of the CCTV system that had just taken place prior to the meeting. Carey asked if a post implementation review was planned, Paul suggested a good time would be before the AGM – Cheryl agreed to set one up. Part of this would also be to review the costs against budget.
 - Users Policy document was then discussed. Cheryl said she had a draft and agreed to circulate for comments.
 - Martyn asked what plans were in place to inform our members about CCTV. Cheryl confirmed this would be covered in the upcoming newsletters.
- Global contract – Cheryl explained the process that herself and the sub-committee (Jeff McCarthy and John Bardebes) had gone through in evaluating 4 alternative proposals for the delivery of the on foot and mobile security contract. She asked both Jeff and John to share their views of the proposals submitted. It was agreed that First Security had submitted the most compelling and cost effective proposal.



Resolution: to give Global Security 3 months notice with effect from 1 August and to appoint First Security for a 1 year contract (commencing 1 October) based on proposal as tabled at a contracted price of \$73,000 plus GST, with the proviso that the contract needed to be reviewed in detail before signature.

Moved by John Bardebes, Seconded by Jeff McCarthy, All in favor.

3. Council and Transport

- Parnell Station - use of Heritage Building. Cheryl explained that Auckland Transport had asked for a proposal fairly soon, and she was hoping to chat to Ken about how best to progress the concepts.
- Paul Spackman raised the issue of the recent negative publicity around the station and agreed that we have not 'got into the fray' of defensive responses. It would be preferable to go back to the market with tangible information. Paul van Dorsten asked if there were timelines associated with the various elements. Cheryl responded that the only item that had a budget and timeline was the pathway to Carlaw Park, whereas the links into The Domain/Museum and Parnell village were still to be conceived, let alone budgeted. We were hopeful that the promised precinct plan would pull this together.

4. Environment and Streetscapes

- Heard Park – Cheryl said she was awaiting a meeting with the Council Urban Planner and were hoping Ken would be able to accompany her.
- Precinct plan – we are awaiting an initial meeting with Council Planners, before they commence any work. Paul vD asked if we were doing this with the Parnell Community and Cheryl replied absolutely, and in fact they had tabled a document years previously called Tomorrow Parnell. Jason asked if we are clear on what we want to achieve. Cheryl replied that yes we are, it is all included in our Reinvigorate Parnell project as well as outlined in our Strategic Framework. East=West connectivity is key, as well as linking all the attractions in and around Parnell.
- 195 Parnell Rd – nothing had been accomplished as Bayleys had not secured a sole agency. John Bardebes suggested that our alternative was to just pay the full price for the vinyl and do it ourselves – at least that would hide the front of the building. He said he would still chat to Bayleys but asked the committee for approval to proceed with \$3,500 if there was not another solution. Jeff asked if we had the contact of the owner in Hong Kong as he has a Hong Kong resident in his office who may be able to open a conversation. All agreed it was worth a try, Cheryl would pass on information – then Jeff would revert to John.



5. B2B meetings

- 18 July – Epsom candidates. Paul van Dorsten said the turnout had been excellent with over 90 people attending. John Bardebes said he thought the candidates had been excellent.
- 21 August – Mayors breakfast invites would be going out this week.
- 20 Sept – would be held at the new premises for Prontoprint.
- October was still to be confirmed.
- 16 Nov – would be at Jonathan Grant Galleries.

6. Marketing and Promotions

- Décor Promo – Cheryl noted that 17 stores were participating with 24 product placements. It had been disappointing that some of the major stores such as Matisse were not taking part, but then on the other hand some of the less likely (such as Outdoor Concepts) had taken 3 placements.
- Mini-Markets
 - Baker and Bloom. Cheryl re-capped on the concept of flowers and baked goods and said it has been suggested that these take place on a Friday afternoon instead of the weekend. We were happy with that suggestion as there was potential for a captive audience on their way to a Friday afternoon drink. This was now planned for the 3rd Friday of every month from Oct to April (Excl Jan). Organisers were Fresh Concepts.
 - Paws in Parnell, a market for boutique doggie accessories, was commencing the 1st Sun (Oct-Apr, excl Jan)
 - Paul asked how we would measure success of this concept. Cheryl said that markets have to be given time and the stall owners had been asked to commit for all 6 events. We would only be able to evaluate after that period. She also said we were looking at the cost of Ezi-ups to maintain a good look and would make a decision, depending on price and if it could be accommodated within the budget.
 - Cheryl mentioned that we would be enlisting the participation of Central Bark for Paws in Parnell. John Bardebes said that Central Bark was now the talk of the town, and all the new hospitality in St Georges Bay Road was changing the face of Parnell.
- Web Traffic – Cheryl reiterated the tremendous increase in web traffic for the last 3 months and explained how much of this was attributable to new hospitality that had good media for their launch.



- Waiter's Race - Cheryl mentioned that we have linked up with the London Waiters' Race and House of Travel had offered to sponsor the ticket and accommodation, but that we are still struggling with other sponsors and a market organiser.

7. AGM Prep

- Average BID rates – Cheryl referred to the spreadsheet, which outlined the Rate in the Dollar that Auckland Council was collecting for every BID for 2017/2018. She pointed out that Parnell was in the bottom third in terms of percentage contributions. She said AC could only committee to release the rate modeling spreadsheet around 10th August, so our decision as to what rate to suggest for 2017/2018 would need to wait until the August meeting.
- She explained that AC had reconciled their variances over the last 3 years and say they have under collected approx. \$13K from Parnell, which would mean that in the 2017/2018 year they would be collecting \$778K instead of \$765K.
- Committee member status and suggestions - Paul van Dorsten said he had met with several of the committee members re their intentions to stand again. He congratulated Paul Spackman on all he had achieved in the past few years and said this had consistently been noted in his meetings. He also noted that feedback was that PBA are held in high esteem at council and this was terrific. Paul said it was likely we would have 2-3 vacancies and the committee should revert with any suggestions. He also noted the importance of members who wanted to actively participate in governance and not be on the committee purely in their own self- interest. Ricky said he was keen to have some younger people on the committee. Paul also said it would be advantageous to have more women.

8. Financial & Staff/Housekeeping – nothing additional was tabled

9. Other business

- Paul van Dorsten how often we intend to review the measurement of our goals. It was suggested that we do this quarterly.
- Ricky asked how we are proceeding with our new brand roll out? Cheryl explained this had been limited and we were still trying to get people to remove the old logo from their windows – Carey suggested an incentive? Ricky mentioned he would love to see some of the extensions Ogilvy had tabled, been utilized. Cheryl said she would take this on board and revert with some ideas.

**Next meetings, 29th Aug, 26th Sept - 4pm – venue 2 York Street
AGM 5th Oct**