



## MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 26 April 2017

2 York Street, Parnell

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### 1. Welcome: Paul Spackman

Apologies: Brendan Drury, Dana Johnston, Clare Dowthwaite, Jason Galea, Martyn Hamilton, Paul van Dorsten

Attendees:

Paul Spackman (Chair),

Committee Members: Carey Oldfield, Jeff Mc Carthy, John Bardebes, John Coutts, Ken Crosson, Ricky Reddy

Waitemata Local Board – Vernon Tava

Parnell Business Association General Manager: Cheryl Adamson;

The minutes from the March 2017 meeting were approved.

Moved by: Paul Spackman; seconded by: Jeff McCarthy; All in favour.

### 2. Feedback on Strategic Documents

- Strategic Framework overarching goal & measures. Paul Spackman referred to the revised wording of the overarching goal and measures that had been circulated to committee members prior to the meeting and suggested that as per the agenda the resolutions refer to the different components. Some discussion took place about the overarching goal but the consensus was that it was quite aspirational given our place in the competitive environment.

#### Resolutions

a) Agree to adopt the objective for the Parnell Business Association as: The Parnell Business Association objective is for Parnell to be the most sought after Auckland City fringe precinct in which to do business.

Moved: Paul Spackman Seconded: Jeff McCarthy

Passed: Yes

b) Resolve that this objective is incorporated into the Strategic Framework as per the current draft version 10.

Moved: Paul Spackman Seconded: Jeff McCarthy

Passed: Yes



The conversation then focused on the 3 proposed measures to put in place and while it was resolved to accept these, certain members of the committee expressed concern around the wording of the 3<sup>rd</sup> measure about crime, as they felt it created an unnecessary negative perception about safety. In addition there were questions about the difficulty of extracting the relevant data from the Police stats in order to quantify the reporting. Other members felt that since a large portion of our budget is spent on this initiative there should be an accountable measure in place. Other discussion took place around the occupancy measure and what was within the power as a committee. It was noted that the measures as they stood would not be applied as KPIs to the General Manager.

It was agreed to relook the wording of the third goal before taking this further.

The discussion as to whether to incorporate this detail into the Strategic Framework document was left on the table until all three measurements are resolved.

### **3. Council and Transport**

- Annual Budget - Cheryl mention that we had accepted the invitation from the Waitemata Local Board to co-host the draft Local Board Plan consultation on the 24 May and would be extending invitations to our networks accordingly
- Parnell cycleway - Cheryl told the committee that the first of the stakeholder workshops were being held by AT on the 3<sup>rd</sup> May. She mentioned that the PCC/ PBA and Terry Gould had all agreed it would be useful to have someone with experience in Urban Design as a consultant on our team and Lorenzo Canal from Urban Solutions had been suggested by PCC. He lives in Parnell, takes an active interest in the area and participated in our Reinvigorate Parnell workshops. PCC had requested we cover 2/3 of his hourly rate of \$180 per hour for the first workshop. We would measure this involvement after the first session and report back. It was agreed that PBA could contribute, with a current ceiling of \$1,000.
- Parnell Station building. Cheryl clarified the community intention for the Station Building and mentioned she was meeting with Councillor Mike Lee and the tourism expert at Auckland Museum on the 18<sup>th</sup> May to further discussions.
- Paul Spackman referred to the correspondence between himself and Vernon re the reluctance from AT to highlight Parnell Station as an event station at this point. Vernon reiterated the context of the Parnell station and how it came about, saying it will take a while to reach full operational status He also said there was currently no budget for an upgraded pathway to the Museum and we should be pushing for this in the next budget. Cheryl said she was waiting for an update on the Doman master plan. Paul asked



Vernon if he knew the updated status for the construction of the Carlaw Park pathway. Vernon said he thought it was around mid-year but would confirm and revert.

Vernon excused himself from the meeting

#### **4. Environment and Streetscapes - nothing additional to report**

#### **5. CCTV & Security**

- Paul confirmed that the CCTV contract had been signed and confirmed asked we were on track with the timing of end May. Cheryl advised that Auckland Museum had requested to delay the cable installation till after Anzac Day.
- Cheryl mentioned that she was now going to focus on co-opting landowners and asked if any of the landowners in the committee were interested. She mentioned that Martyn potentially had 3 buildings and JohnB had already made contact with the contractors. John Coutts said he was interested.
- Paul Spackman also mentioned that he was disappointed with the recent response time & communication from Global and that he and Cheryl would be meeting them the following day, seeking answers about their poor performance.

#### **6. B2B meetings**

- Cheryl reported that NZ Opera had stepped up to the May slot and would be hosting a B2B on the 18<sup>th</sup> May. On the 15th June, Auckland Museum would host. She encouraged all members of the committee to reach out to colleagues to attend both these functions.
- Paul noted that we are working on a breakfast for July or August to which we would like to invite the Mayor, Phil Goff to address. Cheryl said she was waiting on dates from Quality Hotel, but JohnB said it may be nice to have something more central and suggested Gerome? Cheryl agreed to investigate.

#### **7. Financial pre year end**

- Cheryl mentioned that although the budget looked extremely tight in the latest spreadsheet, she estimated that there would be a surplus of around \$43K at year-end. This was mostly due to CCTV payments being a few months later than planned as well as a little discretionary in Advocacy and Public Projects, which would be carried over. John queried as to whether fund could be carried into the new financial year and Cheryl replied that the council were fine with a low percentage as indicated – especially when earmarked for specific initiatives.



## 8. Marketing and Promotions

- World Masters Games – Cheryl showed the example of the leaflets, which had been produced for World Masters Games.
- Lions Tour - she discussed the options with the committee, mentioning that she had had several meetings with Brendan and PaulS prior to this meeting, as well as consulting with some of the retailers. She had initially thought a competition may work, but the stringent guidelines from NZ rugby as well as potential lack of participation had precluded this. Advice from ATEED etc. had been to try and stay as generic as possible, so we would be doing a small booklet in which Parnell Business could advertise (for distribution to all the i-sites and over 200 hotels as previously agreed). In addition Verve would be doing a food feature in their June issue and had offered a really good subsidised rate for businesses provided we booked a DPS. The last item was a refresh of the Insider TV insert which is played in the hotel rooms (together with a commitment of a years contract).
- General activations
  - Fresh Concepts. Paul mentioned that he, Brendan, Paul van Dorsten has joined Cheryl in her second meeting with Fresh Concepts and were very impressed by them. They were specialists in activation of public spaces and had a really good track record including Silo park and the Viaduct. Their approach was to first assess what kind of activations would be suitable and then present recommendations with a long-term view in mind. All the work done to date including our Reinvigorate document, the Strategic Framework as well as all the branding change would form part of their brief. John Coutts asked if they would then take over things like The Waiters Race. Cheryl replied that that was not the intention – we envisaged our marketing strategy of category and signature promotions continuing, but were looking to them on activations that would be more regular and would stimulate foot traffic and dwell time.

### Resolution

To approve balance budget as proposed for balance of Masters and Lions initiatives, generic and video tourism, plus Fresh Concepts (total \$35,411)

Moved: Paul Spackman Seconded: John Bardebes

Passed: Yes

## 9. Financial & Staff/Housekeeping

- Cheryl noted she was still looking for a replacement for Barbie but had a few good interviews lined up this week

**Next meetings 30<sup>th</sup> May, 4pm, 27<sup>th</sup> June 4pm** – Cheryl asked if the committee were happy to continue having them in York Street – all agree