



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 27 Feb 2018

BizDojo Boardroom, Level 4, 165 The Strand, Parnell

1. Welcome: Paul van Dorsten

Apologies:, Ricky Reddy

Attendees:

Committee Members: Brendan Drury, Carey Oldfield, Jason Galea, Jeff McCarthy, John Bardebes, John Coutts, Lisa Caughey, Lisa Stone, Martyn Hamilton, Ken Crosson,

Parnell Business Association: Cheryl Adamson, Carolyn Keep

Approval of circulated minutes from Jan meeting

Moved by... Jason Galea Seconded by.....Brendan Drury, all in favour

2. Health and Safety

- Cheryl said there were no additional issues to report
- Paul van Dorsten said he was still awaiting an insurance opinion

3. Quarterly Review

- **Introduction** – Cheryl presented the last quarter (Sept-Dec 2017) results from Marketview, pointing to a 7.7% increase in spend. She noted that although the number of transactions had not increased, the value of the transactions had increased by 8.4%, and this was particularly evident in December (when people were more likely spending higher on purchases and hospitality. John Bardebes asked in what detail we able to track where Parnell visitors (in various demographic categories) spent their money. Cheryl replied that the current data does not give us that detail of information and she thought a more valuable option for us would be to see how much leakage we are experiencing from our local customers – especially related to supermarket purchases. It was discussed that this would be an ideal time to have a supermarket in place with Newmarket Countdown closing for 2 years. Jeff asked if we are able to prepare for when Westfield comes back on stream and what sort of initiative would be required.
- **Advocacy** – Cheryl and Jason gave feedback on the current list of projects from Auckland Council and Auckland Transport. Cheryl noted that the biggest one on the table at the moment was the 10 Year Budget and Auckland Plan and that she had already attended several sessions in this regard as the rate increases, business differential and proposed additional targeted rates were



complex. There were several comments around the table as to what 'value for money' the council was providing for core services.

- **Security contract** – Feedback Jeff & John Bardebes gave feedback on their quarterly meeting with First Security. They noted the area of most concern was the day-time replacement while Karina was away and the lack of 'visibility' by comparison. They also noted that First Security had been questioned about the growth of their footprint in Parnell and a suggestion that they implement a special offer of sorts to members.
- **CCTV** – Martyn gave feedback on the CSLI contract, noting that we were very satisfied with the performance of the contractors and the attainment of their KPI's, with the biggest outages in the last few months resulting from a crane at the Museum resulting in nearly 3,000 outage alerts.

Martyn also mentioned that he was still working with various landowners to commit to camera/system installations. He said he was confident this would happen in the next few weeks.

- **Marketing/Events/Promotions** – Cheryl highlighted some intended adaptations to the marketing programme, following an exercise done on measuring the objectives per promotion/event. This had been discussed with both Brendan and LisaC, who were in agreement with the proposed adaptations. The next step would be for Cheryl to refine costs before it was presented back to the board.

The review of Paws in Parnell by the Local Board was also discussed and frustration expressed that Council event permitting team had refused another permit.

- **Business Development and Networking** – Cheryl presented a list of proposed initiatives that had been developed together with Ricky Reddy and Lisa Stone to enhance the monthly networking offerings as well as develop some new initiatives. These would be explored in the next few months.
- **Streetscapes and the Environment** – Cheryl and Ken gave feedback from the initial workshops for the Parnell Local Area or Precinct Plan, which was at an early stage of development. Ken mentioned that the workshops were exploring the aspects of Heritage/Arts/Culture/Open Spaces/Business etc.

Cheryl said she felt that Heard Park was moving very slowly.

- **Budget and Finance** – Cheryl presented an update on the status of discretionary funds as well as the projected targeted rate for the Parnell BID, in which the rate in the dollar had reduced significantly.



- **Strategic Framework** - Carey referred to the latest version of the Strategic Framework, saying that it was not yet ready for review as he and Paul had decided that we should rather remove the 5+ term from the document. In addition there was concern of tabling too many goals to accomplish in the first 3 years. This would be further reviewed.

4. Marketing and Promotions

- Chinese New Year
 - Cheryl and Paul gave a review of the challenges in the past few weeks regarding a New Zealand artist alleging copyright infringement of the dog molds. Paul described how this has impacted the team with regards legal intervention as well as social media and publicity, auction venue etc.
 - Cheryl noted that Carolyn had worked very hard to get the media back on track as had achieved terrific publicity with TV and some main titles thus far.
 - The Dog Walk had been a great success and the last Paws in Parnell would be held on the 4th of March (in line with the Year of the Dog Celebrations).
 - Cheryl said the online auction idea had progressed well and some pieces already had good offers, but that the impetus would need to be maintained till the very last moment.
 - 8th March would be the auction at Jonathan Grant Galleries and after party at Crown Range Cellar.

5. B2B network meetings

- 20 Mar – would be taking place at Holy Trinity, in the Bishop Selwyn Chapel
- 19 April – would be at the Auckland Bowling Club

6. Financial & Staff/Housekeeping – there was nothing additional to report

7. Other business?

- 195 – Jeff shared an update on his discussions with the owner and his intent to have the roof repaired.
- Rachael Burn/Catholic Church – Cheryl replied that there was no further feedback on this matter.

The next meeting would be the 27th March at BizDojo