



## MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 27 Aug 2019, Jasmex Boardroom, 2 Marston Street, Parnell

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### 1. Welcome – Paul van Dorsten

Attendees: Brendan Drury, Lisa Caughey, Lisa Stone, Jason Galea, John Bardebes, Richard Lees

Parnell Business Association: Cheryl Adamson, Carolyn Keep

Apologies – Hamish Boyd, Martyn Hamilton, John Coutts, Nick Healy, Ricky Reddy

Approval of circulated minutes from meeting 7 Aug  
Moved by: Brendan Drury      Seconded by: Lisa Stone

### 1. AGM Prep – Cheryl reported as follows

- Next Gen booked 12pm-2pm, 1<sup>st</sup> Oct
- INVITES
  - Postal invite will go out this week to latest council database
  - EDM invites will go out to all members 3<sup>rd</sup> Sept (way earlier than the required 14 days)
  - Date will be on loaded on the website this week, together with draft financials
  - Parking details will be sent to all RSVP's
- NOMINATIONS
  - Nominations had been requested earlier via the incite, in order for nominees to avail themselves of an opportunity to meet with the GM or a board member, but we have to leave open until 7 days prior to AGM
  - Cheryl mentioned she would be speaking to potential nominees after her return from leave.
- RATE IN THE DOLLAR
  - Budget and Rate in the dollar confirmed last meeting
  - Cheryl noted that once the latest Council database had been received she had picked up a noticeable difference in the overall CV, attributable to the Anglican Church properties and 400 Parnell Rd.
- Draft financial report
  - Paul asked the committee if all had read the financial report and if there were any questions
  - Cheryl responded to the questions Jason had raised in an earlier email that day
  - The committee agreed we need to chat to our accountants re fees



Resolution – to ratify the Statement of Accounts/Annual Report and audit  
Moved by....Jason Galea                      Seconded....John Bardebes

## 2. ‘Vacancy Response’ – Belinda Masfen – Jason

Jason explained that Belinda Masfen was keen to volunteer her time in order to establish a strategy for landlords on Parnell Rd – with particular reference to the tenant mix. He mentioned that he and Cheryl had met with Belinda to discuss what format these options could take.

In general the committee were very positive towards this suggestion, saying it was good timing in response to some sort of strategy to address vacancies in Parnell Road (now and in the future).

Several members of the board were keen to work towards this objective.

It was agreed that Belinda should come and present her ideas to the board at the committee meeting on the 29<sup>th</sup> October.

It was also suggested that we approach John Polkinghorne from RCG to come and present his perception of the retail tenant mix in Parnell Rd and how he could add value.

## 3. Grafton Gully Presentation and consultation

- Cheryl referred to the presentation that would follow the committee meetings and said she would pick up the consultation on her return from leave.
- She mentioned that we were still in the dark re AT and their ‘Interim plans’ for The Strand.

## 4. Retailer Seminar 29<sup>th</sup> Aug

- Cheryl noted that a very small group of interested retailers had responded, but this was not sufficient enough to justify the investment plus the time of three guest speakers, so it had been cancelled.

## 5. Security – Cheryl reported as follows

- New Contractor (Platform 4 Group) commences 1 Sept
  - 0800 number redirected
  - No news yet from First re James ‘recruitment’ cost
  - Included a letter from Platform 4 in the postal AGM pack
  - Member comms underway and would go out this week
- City Lodge
  - Cheryl had met with the Bishop and Dean as a courtesy to let them know what the lease from the land office had revealed – The Bishop said he’d take it directly to the Trust re the pertinent clause regarding ‘nuisance and annoyance’.
- Cheryl mentioned she had started a letter and mentioned Martyn’s suggestion of a solicitor. After much discussion around the table it was agreed that Cheryl should check with the Bishop if he had any feedback, then send the letter to the Trust. On her return from leave to distribute an



'open letter' to politicians, MSD, landowners, Chief Police Commissioner noting our concern and their (The Trust) responsibility should anything untoward occur. Lisa Caughey mentioned that she felt that a regrettable incident in Parnell was 'round the corner', given the type of residents that were being placed there. It was also suggested that Platform 4 as our security advisor should contribute.

Cheryl also mentioned that 400 Parnell Rd was no longer paying their BID contribution as they had been rezoned as long term/residential. All agreed we should find our form council how to contest this. Brendan mentioned that Parnell City Lodge was still listed on Expedia.

## **6. Marketing**

- Report Elemental/ Elements of Parnell. Paul referred to the comprehensive report written for ATEED
- Décor commences next week - Carolyn Reported that all was in order
- Year of the Rat - Cheryl updated the meeting that Barfoot & Thompson were only keen to sponsor 5k and they were still working with budgets. John Bardebes share some of the street art he had seen overseas and Carolyn confirmed that this is what we are looking at.

## **7. B2B meetings and other**

- 20<sup>th</sup> Aug mayoral breakfast - Paul reported on the event the previous week
- 27<sup>th</sup> Aug, Grafton Gully presentation - Cheryl explained the format of the meeting
- 18<sup>th</sup> Sept - meet the delegates (meet and greet) - very long list!
- 1<sup>st</sup> Oct AGM -
- 16<sup>th</sup> Oct, Siematic in association with Multimedia Magazines
- 20<sup>th</sup> Nov, Ray White

## **8. Auckland Museum/Westfield**

Cheryl gave feedback on her tour of the site, together with Auckland Museum, saying it was impressive, particularly the hospitality offering on the open 'roof'. She felt this was highly competitive to the hospitality offering in Parnell.

Cheryl also gave feedback on this presentation from Westfield marketing re the tourist initiatives, including a welcome host, collateral in several languages, a lounge where they could leave luggage etc. She mentioned that they had agreements in place with several hotels in Auckland CBD.

All agreed we need to position Parnell as an 'alternative' option to a large mall experience.

John Bardebes noted that in his recent overseas experience, he had seen how many of the more sophisticated FIT's loved walking through cities and asked if we could not create this in Parnell, saying that many of the parks were inadequately marked?



Cheryl said she planned to address a wayfinding audit after the AGM and this idea had been previously noted in the Parnell Plan. She also referred to the sponsored APP from ATEED.

9. **Council & CCO's** – nothing additional to report
10. **Health and Safety** –Richard suggested that we should note in this section that Parnell city Lodge was a safety hazard to our precinct.
11. **Financial & Staff/Housekeeping** – had to move our storeroom and latest plans from council did not reinstate that.

Next meeting 24 Sept, Jasmax