



## MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 27 June 2017

2 York Street, Parnell

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### 1. Welcome: Paul Spackman

Apologies: Carey Oldfield, Kerry Bothwell, Jeff Mc Carthy, John Bardebes, John Coutts, Martyn Hamilton, Ricky Reddy  
Absent: Dana Johnston, Vernon Tava

Attendees:

Paul Spackman (Chair),  
Committee Members: Brendan Drury, Jason Galea, Ken Crosson, Paul van Dorsten,  
Parnell Business Association: Cheryl Adamson, Carolyn Keep

The minutes from the May 2017 meeting were approved.

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

### 2. Strategic Documents

- Board Charter – signatures are outstanding from John Bardebes, John Coutts and Dana – Cheryl would chase
- Trade Mark applications – PaulS explained that we have received approval for the logo and byline but not for Parnell Business Association as it was not considered specific/descriptive enough. It was agreed to let this be as we are covered in our registration with the Incorporated Societies.
- Companies office – need resolution to officially change our name.

Resolution

To change the name from Parnell Incorporated to Parnell Business Association

Moved by: Ken Crosson Seconded by: Paul van Dorsten, Passed: **Yes**

3 members signed the constitution, which was a submission requirement.

### 3. Council and Transport

- **WLB 3 -Year Plan** – Cheryl recapped on the main points which she planned to include in the submission which is required by the 30<sup>th</sup> June



- **St Georges Bay Rd** – Cheryl updated the meeting that she know the Local Board had committed a small portion of the required funding, but AT had not reverted about the balance of funding needed from AT or Council and she would be making contact again next week.
- **Parnell cycleway Gladstone/St Stephens** – Jason gave feedback on the previous workshop, saying it was a bit of a disappointment and the community had pushed back a lot. The next step was an online forum via which AT were going to solicit responses before holding another workshop.
- **Bus Lanes** – Ken Crosson raised the issue of the proposed bus lanes from Newmarket to St Stephens Ave as noted in the monthly report, saying he felt we need to be careful in opposing bus lanes, as in several parts of the world studies have indicated increased foot traffic. Various committee members raised different viewpoints about parking and the dependence of certain demographics on motor transportation. Cheryl also noted we are waiting for AT stats to validate the impact of the bus lane on the outbound route. Ken suggested we should be more scientific in our approach. Paul Spackman suggested that if we are looking to the long term we should raise this issue with the AC planners next year when they start looking at the Parnell Local Area Plan.

#### 4. **Environment and Streetscapes** - 195 Parnell Rd, feedback Bayleys

- Cheryl updated the meeting that since the last committee meeting, nothing had progressed as Bayleys had been unable to confirm their leasing appointment with the owner in Hong Kong.

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

- CCTV contract
  - Cheryl explained that Chorus were dragging their feet and the contractor CSLI had approved a proposal from Vorco to get the fibre installation at the Museum resolved as fast as possible.
  - CSLI had refunded the maintenance costs for April, May and June as the system was not yet live.
  - Securgroup – were going to be setting up the link to DCC and the Safer City Grid Network
  - CCTV Signage was at the printer so would be ready to install very soon.
- Global contract – Cheryl explained that she had sourced 4 new proposals based on the current spend. She asked for 2 committee members to review these with her. She explained that some of the companies had a completely different approach to how they handled



on foot and mobile patrols and each had different merits. Paul van Dorsten asked if we would still need this type of contract when the CCTV is complete. Cheryl responded that she felt they answered different security needs and we had always advocated for an integrated service. Paul Spackman said we had committed to review this one the CCTV was up and running and would need probably a year for it to bed down and get enough people on the network to evaluate the true impact. It was suggested that Jeff McCarthy and John Bardebes assist with reviewing the proposals, subject to their availability

## 6. B2B meetings

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- 18 July – Epsom Candidates. Paul Spackman asked how the RSVP response was going and Cheryl said it was slow and PBA would be sending out a further invite the following day.
- 21 August – Mayors breakfast had been confirmed. Invites had not yet been sent out  
Sept – SAE Institute or Prontaprint

## 7. Marketing and Promotions

- Cheryl said that Carolyn had started selling the spaces for the annual décor promotion and it was going well so far.
- Waiter's Race – She reported to the meeting that Renault had pulled out, due to a change in staff. A big drawcard was needed as a prize for the waiters and deadlines were imminent. Following a bit of debate it was suggested that since we think this event has real merit to grow, we should underwrite a prize to get the winning waiter potentially to the Paris waiters race. Brendan said he was happy to try and source a prize from an airline company and Cheryl also mentioned that the media partner were also trying to replace the sponsorship.

### Resolution

To approve the underwriting of a prize for The Waiters Race at a maximum value of purchase of \$5,000.

Moved by: Brendan Drury Seconded by: Ken Crosson, all agreed

- Markets. Cheryl described a new initiative of 2 markets per month in Heard Park. Following the presentation by Fresh Concepts, ideas had been evaluated against the objective of stimulating foot traffic and dwell time. The 2 concepts below were being explored and budget had been allocated towards them for the new financial year. No budget had been allocated to address the aesthetics of independent stall owners. The committee agreed that we need to see if the concept takes off before committing budget to this facet of the activation.



Cheryl noted that she would be chatting to La Cigale and Parnell Farmers Market so they understood our intention.

- Baker and Bloom, 3<sup>rd</sup> weekend (Sat or Sun) x 8 (Oct to April excl. Jan)
- Top Dogs market, 1<sup>st</sup> weekend (Sun) x 8 (Oct to April excl. Jan)

## **8. AGM prep**

- Cheryl recapped on some of the prep that would need to be done for the AGM in the coming months as per an attached table.
- The committee members would need to advise the Chairman if they planned to stand again, and it would be best if we knew this by the July meeting. Consideration for any vacancies would need to be discussed with the objective of retaining a balanced group of members, in terms of type as well as geographical representation.
- Cheryl noted we would also have to make a decision about how much of an increase we wanted in our budget. Paul Spackman explained how variances in the target rate can occur in a given year and how these are dealt with.
- Cheryl said we normally get notice from the council around July of over or under collection and she would bring some calculations to the next meeting. It was agreed we should have a look at 2% increase as a starting point. Paul Spackman also suggested that we look at the budget and what we need and could therefore justify accordingly.

## **9. Financial & Staff/Housekeeping**

- Health & Safety - Cheryl confirmed that Ricky had reviewed the file and there were a few small things to attend to such as a First Aid course for Carolyn.
- New Budget. Cheryl highlighted the proposed new budget breakdown and how it compared to the current year and the indicative budget presented in the 2016 Annual Report. Paul van Dorsten noted that he and Jason had met with Cheryl and had been through the detail of the budget line by line and were satisfied with the breakdown and allocations. He noted the two new areas being the activation/markets as well as Marketview research as the council were no longer funding this.

Paul Van Dorsten also explained the amount to be carried forward and the savings being primarily from CCTV being a few months late. He said he was happy with the discretionary amount as in recent years there had been between 5% and 10% carried over.



Paul Spackman asked for an explanation about the proposed increase in Social Media and Cheryl responded that she had made an allocation for some social media to address the Asian market, and was still investigating possibilities.

Resolution

To approve the budget of \$893,123 (including GST) as proposed, excluding discretionary spend of \$53,800 to be approved as and when requested

Moved by: Paul Van Dorsten, Seconded by: Brendon Drury, all agreed

## 10. Other business

Paul Spackman confirmed that he would be standing down as Chairman. He noted that he felt many of the initiatives that had begun in his tenure had been sufficiently bedded down and he felt it was a good time to hand over the reigns. He thanked all on the committee for all the hard work and support they had shown him and Cheryl.

He proposed that Paul van Dorsten take over as the Chair, effective immediately. Paul Spackman said he intends to stay on the committee until the AGM.

Paul van Dorsten responded that he was happy to take up the role and would be looking forward to a committee of members who could continue to contribute. Cheryl thanked Paul for this support of her and noted he would be formally thanked at the AGM. She said she knew that one of the reasons we had achieved so much in recent years was the composition and balance of the committee and we should endeavor to keep it that way in the future.

Resolution

To appoint Paul van Dorsten as Chair.

Moved by: Paul Spackman, Seconded by: Ken Crosson, all agreed

Paul van Dorsten then closed the meeting

**Next meetings, 25<sup>th</sup> July, 29<sup>th</sup> Aug, 26<sup>th</sup> Sept - 4pm - venue 2 York Street  
AGM 5<sup>th</sup> Oct**