



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 29 Jan 2019, rescheduled to 5 Feb 2019

Jasmax Boardroom, 2 Marston Street, Parnell

1. Welcome – Paul van Dorsten

Attendees: Brendan Drury, Hamish Boyd, Lisa Caughey, Lisa Stone, Ricky Reddy

Parnell Business Association: Cheryl Adamson, Carolyn Keep

Apologies – Lisa Stone, Jason Galea, John Bardebes, John Coutts, Martyn Hamilton, Nick Healy, Richard Lees

WLB – Vernon Tava

Approval of circulated minutes from meeting 27 Nov

Moved by: Lisa Caughey Seconded by: Brendan Drury

2. Council and CCO's

- **Shuttle** – Cheryl explained the proposal that had been tabled with Auckland Transport.
- **Parnell cycleway** – Cheryl said they had not heard anything further. Vernon explained that the cycling team at AT had been disestablished and he had no more insight as to how much further the proposed Gladstone cycleway would develop.
- **Integrated Corridor Delivery Programme (ICDP)** – Cheryl explained that she had asked for a heads up briefing on this, but AT had responded they were not yet ready.
- **Parnell Plan**. Cheryl said the final should be tabled soon, they were just waiting for a few more visuals. Paul said he felt we should focus on a few key projects, one of them being Heard Park. Brendan asked Vernon why this was taking so long, and how the Local Board could assist getting all the parties at council around a table, as this was now essential.
- **Quay Street** – Paul and Cheryl commented on how the closure of Quay Street and reduction of lanes was affecting The Strand and noted they were meeting with AT and a traffic engineer from Flow on Friday.

3. Security

- Parnell City Lodge – Cheryl explained that Lisa Stone had offered to chat to some of the businesses near the lodge to gauge their feelings
- CCTV owners – Cheryl would be following up to see progress

2. Marketing and Promotions

- Christmas decorations. Cheryl gave an overview of the success of the Christmas decorations and said while both the motifs and bauble had necessitated more management than initially envisaged, the feedback from both the public and the retailers had been very positive.



- Chinese New Year, 9-24 Feb, Auction 28 Feb. Cheryl gave an update of how the promotion was tracking including a terrific article in NZ Herald. She noted that one artpiece had to be withdrawn due to potential cultural sensitivities.

NEW Promotions & Events Ideas for 2019 – Cheryl tabled the following items and gave a brief overview of each one, saying that promotional opportunities were being investigated and costed for each one.

- HYBYCOZO Light Installation – May or July
 - Declared Interest. Before Cheryl began, Paul van Dorsten declared his interest in HYBYCOZO as the business known as his son has an interest in the business known as Vescia.
 - Winter Festival – July – light and hospitality
 - Design and Décor – new format– September
 - Artweek new format – Urban Art in Faraday
 - ‘Pavilion Concept’ – for 2020
3. **Mailchimp and WeChat** – Cheryl also noted that a new template had been designed for MailChimp as it was one of the primary PBA communication channels. She also noted that ATEED were launching a WeChat Mini programme for Auckland and they were really impressed that Parnell was so far ahead.

4. B2B upcoming events

- Feb 12th – Red Wall 1939
- March 13th – Textile Lofts, WLB would like to chat for 5 mins
- April 11th, Crown Range relaunch
- May 15th, Ports of Auckland – (TBC may be a date change and TBC venue)

5. Other Business–

- Auckland Museum collaboration – “Cultural precinct – NM and Parnell and Museum” Parnell – ‘Cultural Capital’. Cheryl explained that both Newmarket and Parnell had been approached by David Gaimster of Auckland Museum in this regard and that she saw potential in this collaboration. The next step was to go and chat to ATEED and gauge their reaction. A meeting had been arranged with Nick Hill/CEO
- Newmarket 2019 – Cheryl gave a very brief update of construction progress with stage 1 opening mid-year
- What next re 195? This was debated at length. It was suggested that Cheryl ask Jeff to meet for a coffee. Lisa C suggested that if no progress was made by the end of March, we should take our own course of action.

6. Health and Safety – nothing additional

7. Financial & Staff/Housekeeping

- Credit card limit. Paul explained that the credit card used by Cheryl had a very small limit which was been utilised for regular online subscriptions and payment and he felt it was prudent to increase this slightly so Cheryl did not run out of funds.

Resolution to increase credit card limit from \$2,500 to \$4,000

Proposed by.....Hamish Boyd Secoded by..... Brendan Drury, all agreed.

Next meeting 26 Feb, Jasmx

