



## MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 29 August 2017

2 York Street, Parnell

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### 1. Welcome: Paul van Dorsten

Paul introduced Stephen Jones from Auckland Museum

Apologies: Carey Oldfield, Jason Galea, Paul Spackman, Vernon Tava

Attendees:

Paul van Dorsten (Chair),

Committee Members: Brendan Drury, Jeff McCarthy, John Bardebes John Coutts,  
Ken Crosson, Martyn Hamilton, Ricky Reddy, Stephen Jones

Parnell Business Association: Cheryl Adamson, Carolyn Keep

Cheryl noted there was one matter arising from the July minutes. The First Security contract value had been slightly incorrect. In the previous meeting it had been noted as \$71,884 ex GST, whereas it was \$73,000. It was agreed to accept this amendment to the minutes and approve.

Moved by: John Bardebes; seconded by: Ken Crosson; All in favour.

### 2. Security

#### • CCTV contract

- The next steps with regard to Parnell landowners was described by Martyn and Cheryl. Martyn said he was trying to get a system installed and operating in one or more of the buildings he manages, so this could be used as a case example for other landowners. Cheryl also described the difference between PBA having access to cameras or having access and storing footage. Both options had been discussed with our contractors and the former was the preferable option. Cheryl also explained that for a landowner to link to our system the software had to be compatible, and when we did link, a MOU would need to be agreed upon. John Bardebes suggested we would need to demonstrate 'value' for a landowner.
- CCTV Policy Doc and request for footage forms - Cheryl explained that these were complete and ready for signature
- Implementation. Cheryl asked of we could please nominate 2 x board members who could assist in authorising the release of footage as per the CCTV - either 1 with Compliance Officer (General Manager), or in her absence, both to instruct contractors.

Resolution: That Martyn Hamilton and Paul van Dorsten have been nominated to assist the Compliance Officer (General Manager) in authorising the release of CCTV footage when requested as per the CCTV Policy document, and in her absence have the authority to jointly instruct the contractors.

Moved by Jeff McCarthy Seconded by...John Bardebes - all in favour.



- Cheryl reported that the **First Security Contract** was ready for signature and Paul van Dorsten would sign.

### 3. Council and Transport

- Cheryl reported that the **St Georges Bay Rd** parking consultation had finished Friday 25th. AT was thanked on behalf of PBA for the prioritising this section and are looking to implement both the first residential zone and St Georges Bay Rd in December. Cheryl also noted that via the CCTV, she had observed a car parked for several days outside The Paddington and that by all accounts it belonged to a family living in apartments across the road on the city side of The Strand.
- **Easter Trading.** Cheryl noted the decision of council to deny trading on Easter Sunday, which was disappointing. Parnell to date still has an exemption, negotiated in the 80's. Jeff suggested that we highlight to the retailers to make use of this privilege.

### 4. Auckland Museum

- Stephen Jones explained his role at Auckland Museum and what they were seeking to achieve with external stakeholders. He also explained the Council Review on five Auckland Cultural institutions and the possible implications. Stephen said that the Museum wanted to be in a strong position to tell their story to the community. Cheryl re-iterated that we meet with Auckland Museum monthly and are always happy to share their events via our channels.
- Parnell Station Building. Cheryl noted she had met with Heather Harris to discuss the proposal for use of space at the Parnell Station. Heather intended to approach Jasmox to assist on a pro bono basis. In addition an art collective, called the Te Tui Arts Trust had also approached AT to occupy the building in its current raw state. AT had suggested a collaborative proposal, which we had agreed to as it will be good for the area.

### 5. B2B meetings

- 20 Sept – Prontoprint are hosting
- Oct – still sorting, but had certain parties who were keen. Jeff McCarthy asked if we would chat to him about October potentially, but that he was away for a few weeks in that month. Cheryl agreed to make contact the following morning
- 16 Nov, Jonathan Grant Galleries

### 6. Marketing and Promotions

Cheryl gave feedback as follows:-

- **Décor** was live
- **Mini – Markets in Heard Park** were moving ahead fine, with the exception of frustration obtaining permits from council.
- **Waiters' Race** – a market supplier had been sourced and initial coverage featured in Eye Magazine and NZ Best Dining.
- **Christmas.** The decision had been made not to go with a Christmas Tree. Various



- options had been presented and it was felt it would be far preferable to wait for the upgrade plans for Heard Park, so lighting/décor could be in line with this. In terms of activation in Heard Park, the 12 Mini-Markets were over and above all the previous years activities and are designed to generate foot traffic and stimulate dwell time. It had been decided that the Baker & Bloom market on the 15<sup>th</sup> December would run a bit later and Christmas festivities would be added. Jeff asked if we were talking to Holy Trinity and Cheryl responded that we would be and had recently met the new Dean, who had attended the Mayors breakfast. John Bardebbs asked if we could please address the issue of the dilapidated houses on the church property if we met with the Dean.
- **Chinese New Year** – Cheryl said she was delighted that Barfoot & Thompson had agreed to sponsor again.
  - Cheryl noted the highlights from the monthly report in terms of **Facebook and Web stats**, saying that the web stats are the best they have ever been and that we can see from our Google Analytics over half of the searches are specifically searching for a business in Parnell and our site is coming up first.

## 7. Environment and Streetscapes

- **195 Parnell Road.** Jeff responded that the wife of the owner in Hong Kong had rejected the proposal to put Contravision on the windows as they do not want the visibility into the premises blocked – no matter what the visual. They are not concerned about how long it stands empty, they only want one tenant and do not want a food tenant. They did agree it needs a clean and the gutters sorted.
- **St George's Bay Rd** – funding is not looking good thus far, not even for the design phase.
- **Sunset.** Cheryl confirmed she had a meeting and they have just started doing plans and would be looking to consent late in 2018/ building 2020/ finish by 2025. In the meantime; they have agreed to take on board tidy up/security etc. for the time frame.

## 8. AGM Prep

- There would be between 2-3 vacancies on the board leading up to the AGM. Paul Spackman and Dana Johnson had both confirmed they would be standing down. Lisa Stone from Ray White had put her name forward and it was felt she would be a good addition.
- Notices for AGM will be out by 12<sup>th</sup> – Nomination forms for board members who wished to stand again, could be submitted at today's meeting.
- Indicative budget 2018/2019. Cheryl explained that we need to agree our proposed budget request before the AGM, as after the AGM Council are notified of the decision. Cheryl explained how the 2 phases of CCTV were planned and how this impacted on the budget as well as how this would influence marketing spend. It was discussed that it was not ideal to reduce marketing spend.
- Cheryl highlighted that capital values were going to be re-assessed in October and presented various scenarios on the impact of increased capital values and new developments coming on stream. Paul asked Cheryl to make a few budget



- adjustments to accommodate marketing spend, assess the impact and then circulate the figures.
- The annual Marketview survey was discussed. Cheryl noted that it indicated a 9% increase in spend and 11% on transactions, but would be adjusted downwards to remove an online component that had been picked up. The adjustment of 5.5% was still excellent (nearly double) as compared to the growth in Auckland in the last year of 2.8%. She also explained that from July 2017, Marketview would be reporting on the entire precinct, which we would need a further year before we could benchmark the new areas. It was discussed how this related to our current goal and agreed goals would be assessed regularly and adjusted where necessary.
  - AGM Attendance – Jeff, JohnB and JohnC tendered their apologies.

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

- Draft financials were complete and would be put in the Dropbox
- Added value: Cheryl noted that this was well over \$400,000 this year, which represented everything extra that we have received/achieved over and above actual spend.

#### **10. Other business?**

Brendan asked if we would investigate Tourism NZ video he saw on American Airlines and how they decided who to feature.

Jeff mentioned the Rugby League World Cup, semi Final in AK – end of November.

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