



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 30 Apr 2019, Jasmox Boardroom, 2 Marston Street, Parnell

1. Welcome – Paul van Dorsten

Attendees: Brendan Drury, Hamish Boyd, Lisa Caughey, Lisa Stone, Jason Galea, John Bardebes, Nick Healy, Ricky Reddy, Richard Lees

Parnell Business Association: Cheryl Adamson
Apologies – Carolyn Keep, Martyn Hamilton, John Coutts,

Approval of circulated minutes from meeting 26 March
Moved by: Hamish Boyd Seconded by: John Bardebes

1. Council and CCO's meeting Pippa Coom

- Cheryl had a very in depth and lengthy meeting with Pippa Coom the Chair of the WLB to identify all current Parnell projects and initiatives to ensure thorough documentation prior to significant expected changes following Local Council Elections later in the year. Pippa confirmed they would be able to fund some general wayfinding for Parnell Road (gateway plinths) and would follow up on the allocation from AT for Parnell Station. Signage
- Auckland Transport
 - Parnell Roadworks have been completed on time with the three pedestrian crossings on Parnell Road raised to improve safety. Brendan raised a concern that the increased height of the level crossings was not going to sufficiently slow down traffic. Cheryl will check the crossings against the AT works specifications.
 - Paul outlined the recent media concerning AT lack of consultation to local stakeholders and Business Associations regarding works and noted it was good to see Desley Simpson and the Mayor support the public call for improved communications from AT
 - Retail and hospitality sales fell significantly in April. Cheryl will collate Marketview sales analysis to review if it was the lane closure during the works or a wider Auckland effect due to Easter, School Holidays and Anzac falling in the same period leading to generally quieter trading in the City and City Fringe precincts
- Local Board Candidates public meeting
 - 3 candidates have expressed interest so far and 7th May is booked as a candidate evening at Jubilee Building. Sadly due to a graphics delay the Parnell Plan final print will not be available at this meeting. Councillor Desley Simpson will be attending and talking, as will Councillor Mike Lee. Paul van Dorsten will chair and Cheryl will present a teaser of the Parnell Plan.
- Parnell Plan drawings – Cheryl asked Hamish to present the illustrations created by Jasmox that would appear in the Parnell Plan



2. Security

- Cheryl presented the overview of costs with just paying for an hours patrols and night and not having day guards on the weekend. She spoke about the other companies who had been asked to quote and recommended we sign a short term contract as there may be another option in the wings. Moved by Nick Healy and seconded by Hamish Boyd was the motion to confirm a short term 3 month contract with First Security. Retaining the service provided by the day patrol was considered essential especially given the issues increasing in the Cracroft vicinity and ongoing issues from residents at Parnell City Lodge.
- It was also suggested that Cheryl approach MP Paul Goldsmith to come and talk to the association re the impact of the WINZ facility s well as the NZ Housing apartments

3. Marketing and Promotions – Cheryl reported the following

- Winter Festival (ElementalAKL) –
 - There are 10 Parnell restaurants on board so far
 - ATEED held their launch the previous night (29th) as the national marketing campaign was starting from now
- ‘Pavilion Concept’ – meeting Jonathan Grant (Gooderham) and Miles Nathan next week
- Sept Décor – in discussions on 3 options –
 - Just low-key repeat of consumer competition
 - Tie up with local textile day – local suppliers had been approached
 - Full Parnell design day – Archipro very expensive. Urbis keen to do a Parnell day if they could find a good HQ
- Oct Artweek – Whitecliffe keen to participate in Faraday Street before leaving the area

4. B2B meetings

- May 22nd, Ports of Auckland
- 19th June, UnserHaus
- July – TBC
- 20 Aug mayoral breakfast

5. Other Business–

- 195 frontage. Lisa presented an idea to place planters in front of the premise (on the footpath). A motion was moved by John Bardebes and seconded by Richard lees to request permission from Auckland Transport to place 4 planter boxes along the footpath in front of the vacant premises at 195 Parnell Road. The aim of the planters is to hide the vacancy and reduce the negative public assumption of business performance in Parnell Road.

6. Health and Safety – No issues to report

7. Financial. The May board meeting will be the Quarterly Financial Review following the receipt of the Marketview data.

Next meeting 28 May, Jasmax