



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 30 May 2017

2 York Street, Parnell

1. Welcome: Paul Spackman

Apologies: Brendan Drury, Clare Dowthwaite, Carey Oldfield, John Bardebbs, Ken Crosson, Vernon Tava
Absent: Dana Johnston

Attendees:

Paul Spackman (Chair),
Committee Members: Jeff McCarthy, Jason Galea, John Coutts, Martyn Hamilton, Paul van Dorsten, Ricky Reddy
Parnell Business Association General Manager: Cheryl Adamson;

The minutes from the April 2017 meeting were approved.
Moved by: Ricky Reddy; seconded by: Jeff McCarthy; All in favour.

2. Feedback on Strategic Documents

The overarching goal together with measures was tabled for final approval. Jason Galea suggested a very slight change to the final sentence, and the below was approved.

The Parnell Business Association goal is for Parnell to be the most sought after Auckland City fringe precinct in which to do business.

Over the next 5 years, the PBA will aim to:

- Grow total spend in Parnell by 7.5% per annum and increase the number of transactions in Parnell by 10% per annum (as measured by Marketview);
- Retain the attraction of Parnell by keeping commercial occupancy rates above 95%
- Ensure Parnell's growth is supported by a safe and secure environment at or better than existing levels.

Resolution

To adopt the above goals for the Parnell Business Association:

Moved by: Paul Spackman, Seconded: Paul van Dorsten, all agreed



- Board Charter – several committee members handed in their signed documents. It was agreed Cheryl would chase the outstanding ones.
- Trade Mark applications – Cheryl gave feedback that the trademark Lawyers had reverted with one slight issue on the descriptive wording which would be adapted.
- Companies office – Cheryl would be applying to the companies office to change our legal name from Parnell Incorporated to Parnell Business Association.

3. Council and Transport

- **WLB 3 -Year Plan** – Cheryl reported that she and Paul Spackman had attended the WLB engagement event the previous week. It was gratifying to hear them mention Parnell Station, Heard Park and St Georges Bay Rd as projects on their radar. They also mentioned publically that Auckland Council had indicated they may have capacity to do a Precinct or Master Plan for Parnell next year – which was very good news. Paul Spackman commended Cheryl for building her relationship with the Local Board. Cheryl mentioned that our submissions on the WLB 3 Year Plan are due before 30th June, and she would be reiterating previous requests.
- **St Georges Bay Rd** – Cheryl updated the meeting that AT had part of the funding for the Design Framework and were trying to secure the balance internally.
- **Parnell cycleway Gladstone/St Stephens** – Next workshop 31st May. Jason gave feedback on the previous workshop as well as the meeting held with PCC and various landowners the previous day. He noted we are not sure what AT will come back with and will see how much they are willing to change the original proposal on Wed night.
- **Bus Lanes** – Cheryl reported that we had heard that AT are planning to have bus lanes both sides of Parnell Road from St Stephens Ave to Newmarket and had requested a meeting with them to find out. Jason would be attending with Cheryl.

4. Environment and Streetscapes

Cheryl reported on her meeting with John Bardebes and Bayleys, who had been appointed as agents on 195 Parnell Road. She explained that a wonderful opportunity had presented itself for us to get the windows covered with contravision if we would contribute to the cost. Paul Spackman said he felt this



was an excellent opportunity as many of the other proposals previously tabled would be unworkable or far more expensive. Given the nature of the building owner, Martyn suggested we should have a clause to protect our investment should Bayleys suddenly lose their agency. Jeff also asked how it would be maintained if it was subject to vandalism or got really dirty. Cheryl responded that if there was graffiti, she was sure Prontoprint could supply patches.

Resolution

To approve the spend of \$2,000 from our Public Project allocation for contravision on 195.

Moved by: Paul Spackman, Seconded by: Paul van Dorsten, all agreed.

5. CCTV & Security

- CCTV contract. Martyn confirmed that all the installations had been completed by CSLI. The only missing link was Chorus, who had not completed the link into the Museum. Discussion took place between various committee members as to what was the most efficient way to tackle Chorus. It was agreed Cheryl would follow up with Jeff the following day. Martyn mentioned he was very keen to get other landowners co-opted as soon as possible.
- Paul Spackman mentioned he had met Global together with Cheryl to address some of their performance issues. Cheryl reinforced that Karina was an extremely valuable resource, but the internal support for the Global office was really falling short of expectations. It was agreed that Cheryl would begin investigating other options in this regard.

6. B2B meetings

- 18 May – NZ Opera. Paul Spackman, and Jason both agreed it was a very nice evening and well attended.
- 15 June – Auckland Museum. Cheryl noted that she had met the new Director Dr David Gaimster and he was very keen to get more involved with Parnell. She encouraged committee members to attend on the 15th.
- 18 July – Politicians. Paul reported that we had secured David Seymour and Paul Goldsmith to attend and would be inviting the Labour and Green candidates as well. He tabled a suggestion for an MC as Paul Simpson, who was willing to accept. Cheryl explained the format would be similar to the mayoral function we had held.
- August – Paul reported that we had extended an invitation to Phil Goff to speak at a breakfast late August and were still awaiting a response from the mayors office.



7. Marketing and Promotions

- **Year of the Rooster** – Cheryl noted that the report was finally finished and had been placed in the Dropbox. She suggested that committee members just read the summary document. All the other files were visual records of the publicity, artwork etc.
- **Year of the dog, 18 Feb- 3 Mar 2018.** Cheryl referred to her meeting with the galleries and Barfoot & Thompson and the suggestions that had been tabled. She noted that the galleries did want to proceed with Year of the Dog in 2018. While there were still debates about the format of the auction, the search had begun for molds. Paul Spackman mentioned he had suggested to Cheryl that PBA purchase a limited amount of molds and also let the galleries offer different options of dogs, be that sculptures or paintings. Jeff asked if we were considering other ideas such as dog shows and options for families to get involved. Cheryl replied yes, while noting she had a meeting to see Central Bark as well as a supplier of canine accessories later this week. Jeff also mentioned looking at companies such as Animates. John Coutts suggested we could also get dog food companies involved – Cheryl noted that Nestle in Carlaw Park had Purina.
- **Mediaworks Radio Allocation.** Cheryl explained that as in the past 2 years, Mediaworks offer a bulk allocation based on this years rate card, before they went into their new rates. She said this had worked well in the past 2 years as we chose different radio stations to be in line with the demographic of the specific promotion. Martyn asked if this initiative is measurable. Cheryl replied that it is difficult to measure generic marketing, but where we used radio as a tactical medium we could see direct results - such as the décor promotion. Paul van Dorsten clarified that he had asked what proportion of the total marketing budget this was and Cheryl had replied around 10%.

Resolution

To approve purchase of Mediaworks annual allocation for June 2017 to May 2018 of \$25,672 ex GST

Moved by: Jeff McCarthy Seconded by: Jason Galea, all agreed

- **Fresh Concepts.** Paul Spackman asked who had been invited to the Fresh Concepts presentation. Cheryl replied that she had invited Brendan, PaulS and Paulvd, but would extend the invite to the rest of the committee. She also noted they agreed to drop their quote by \$1,500.



8. Financial & Staff/Housekeeping

- Cheryl confirmed that Carolyn Keep would be joining the team on the 12th June.
- She said that the Health & Safety file had been updated and Ricky had been invited to review the paperwork on the 7th June.
- Cheryl noted she would be working on the budget for the new financial year and would ideally like this to be signed off in the June meeting, as soon after that preparation needed to start for the AGM. Paul Spackman asked who would like to review the detail of the budget with Cheryl. Paul van Dorsten and Jason Galea agreed.

Next meetings 27th June, 25th July - 4pm - venue 2 York Street