



PARNELL BUSINESS ASSOCIATION COMMITTEE MEETING

4.00pm, 21 March 2017

MINUTES: Parnell Business Association Monthly Committee Meeting

21 March 2017

Home Ideas Centre, The Strand, Parnell

1. Welcome: Paul Spackman

Apologies: Clare Dowthwaite, Ricky Reddy,

Non-attendance: Dana Johnston, Jeff McCarthy, Martyn Hamilton, Vernon Tava (WLB)

Attendees: Paul Spackman (Chair), Committee Members:

Brendan Drury, Jason Galea, John Bardebes, John Coutts, Ken Crosson, Paul Van Dorsten

Parnell Business Association General Manager: Cheryl Adamson; Marketing & Communications: Barbie Jones

The minutes from the February 2017 meeting were approved.
Moved by: Jason Galea; seconded by: Paul Van Dorsten; All in favour.

2. Feedback on Strategic Documents

- **Strategic Framework**

- Discussion around overarching goal/targets

The Chairman referred to the notes on our overarching goals that were sent to committee members. He asked if members were happy with the direction with specific reference to the measurements suggested. Paul mentioned that Cheryl had suggested including the number of transactions as it was not only spend that indicated additional patronage/footfall.

All agreed that we are very happy with the goal stating that 'Parnell should be the most sought after Auckland City fringe precinct in which to do business', but various debate ensued around the following factors:- How specific should we be in the target for measuring those goals? /Should they be for Internal (Committee) only or for members and the public? / What about factors that are not within our control



such as vacancy rates? /What happens when variances are determined by positive development, yet could look negative in the short term? Or the arrival of the station, which could bring in more crime?

Some suggestions included prefacing the targets with 'we will aim to'... while other members suggested that we emphasis all the positive initiatives we are implementing in order to achieve the desired outcome.

Paul Van Dorsten noted that we need accountable targets, especially where we have committed large sums of money, (such as CCTV) plus a method for re-assessing initiatives if they were not working.

Paul Spackman said he thought that the other BID's just had 'wish lists' and feels we should be telling our members quite specifically what we are trying to achieve in terms of improvements.

It was decided the specifics needed more debate.

Paul Van Dorsten asked the Chairman if we could take items covered in the report 'as read' in order to avoid repetition in the meeting.

3. Council and Transport

- Parnell cycleway
Following several meetings, Auckland Transport has agreed to a proper engagement process with the community. Jason Galea said that he believed AT is actually listening now, so we will wait for details of the workshop. Cheryl pointed out that we have a slot at the AT board meeting that PCC would fill while she was away.
- Parking Management feedback
There were no further comments to add to what was reported last month.
- Parnell Station opening 13th March
The Chairman and Cheryl had attended and reported that it was very well done by AT; the station is good and what they are doing with the building is amazing.

What surprised them was that there was no mention of the positive impact on the Domain and Museum, yet they had focused on AUT. Neither was anyone from The Museum present, plus the signage is non-existent.



Cheryl said she had heard via ATEED that AT has said do not want to promote the Station as an event station as it does not have capacity, whereas we have been really looking forward to capitalizing on these large events. The Chairman said he will bring this up with Vernon Tava at the Waitemata Local Board, as PBA want it to be promoted.

- Annual Budget Submission
Cheryl said this had been completed and would be submitted. She noted she had been to the mayoral hearings with other BID members, which turned out to be a very long day as several people went over time and there was a lot of controversy about the tourism levy.
- Shuttle proposal
Cheryl presented the concept of tuktuks being used to ferry people around Parnell, saying that her and John Coutts had met with Graeme Rivett of Kiwi Connect.

The intention is to look at transporting people to and from the station, and in and around Parnell. She explained the Kiwi Connect service and how this could be used to assist commuters and possibly additional tourism offerings. Cheryl also presented the set up costs – which would be substantial and would need funding and sponsorship. She noted that this was a starting point.

4. Environment and Streetscapes

- 195 Parnell Rd
Cheryl presented a few visuals to illustrate how 195 could potentially be obscured including bollards with screens, planter boxes and vinyl on the windows.
It was agreed that Cheryl would need to have an assessment of the legal implications as well as costs before proceeding further.
- Heard Park
Cheryl said she is meeting with the Woodpecker Hill at the WLB on 23rd March. Ken and PaulS would also be attending
- St Georges Bay Road, funding
Cheryl said she has no update on this. The Chairman said there is a time frame for Mansons to get their code of compliance for this to be completed and that would need to be part of the planning.
- Trees Parnell Road



Paul Spackman noted our issues with the 'beacon' tree, (which is the tall Norfolk Pine at La La café). The lights at the top no longer work, and the vertical lights continually need replacing due to sap – all of which are expensive as professional climbers have to be employed. To address replacement of lights in the tree with festoon lights that are larger and can change colour is over 20K.

Cheryl said she does not support spending any more money on this and would prefer spending money on a Christmas tree.

Committee members agreed.

5. CCTV contract

- AT & Textile Centre

Cheryl stated the Monthly Report mentions that the Textile Centre have agreed to mounting WiFi on their building and she was getting an MOU signed. She noted that Scott Bain from the Securogroup had been very helpful in trying to secure final permission from AT for mounting equipment on their assets.

6. Major Category promotions

- White Night

Cheryl said several more retailers opened this year and hosted activities which helped with sections between the galleries. In particular she noted the efforts of Orsini who had an opera singer, Ferrachi who hosted snacks and all dressed up and Alfresco who had their dinner party in the window. She said the galleries very happy with lots of people going through. The vibe was very good but she still felt that support from Auckland Arts Festival was negligible – they promote other events of theirs rather than White Night. She is not sure if we should repeat this event and would do a report.

- World Masters Games/Lions

Cheryl & Brendan have met to discuss what PBA can do to promote these sporting events. Cheryl confirmed leaflets and advertng for World Masters Games. These had been booked to be placed in hotels and i-Sites in the city and airport. 8 restaurants agreed to advertise in the World Masters Games leaflet.

She noted that she was planning the same for the Lions Tour but had still not decided on additional items such as mainstream press, video or digital advertising – some of which were very effective. Another major challenge is the restrictions and limitations on what can be associated. Further recommendations would be presented.



- Waiters Race
 - Following a meeting with La Cigale, with the view to them having involvement in putting on a 'French' market during the Parnell Waiters' Race, we have not heard back to date. This, Cheryl said, remains a work in progress.

- Christmas
 - Sponsorship
 - Brendan reported that he been to see Lufthansa to ask for \$20,000 towards the Christmas market idea. They responded that things were very tight and could offer tickets only, and would want activation from that. He agreed to revert to them.

 - He said he had also spoken to Emirates. Again they could give tickets but no cash. He also went to Qatar who have loads of money reportedly, but got the same response.

 - He suggested to the committee that maybe we have to go back to how we approach this as we are going into something unproven. He hadn't tried Cathay Pacific (who has an office in Parnell) and said he would. All three other airlines thought the concept was a great idea.

 - John Bardebes suggested that Brendan could contact My Food Bag for sponsorship, given they are Parnell-based.

 - Christmas tree
 - Cheryl said to extend our current Christmas tree to 10m and add foliage/décor/lights would cost approx. \$15-20,000. A new tree, ex Celebrations, such as the ones in other areas, would cost \$48,000. She told said we do need to discuss this next month.

- General activations
 - Fresh Concepts presentation
 - Cheryl explained Fresh Concepts have done a lot of activations in the city and have a very good reputation, but their way of doing activations is that they need to be suited to place & space in order to be authentic. Their process was to first evaluate the area and target audience. They are currently doing work at Takapuna. She requested that some committee members join her in meeting them.
 - Lime & Soda feedback provided a 'thanks but no thanks' to the activation brief.



7. B2B Balance of the year

- 11 April - Elephant House
- 17 May - ecostore
- 13 Sep - SAE

8. Financial & Staff/Housekeeping

- Cheryl announced that Barbie had resigned with her last day being the 7th April. Cheryl would be on leave from 24th March till 7th April, but would come in on the last day for a handover.

9. Additional business:

John Coutts shared photographs of old Parnell along the Strand, pre-reclamation, which were taken by Winkelman in 1912. He felt some members may like to purchase copies.

Meeting closed at 5.35pm

Next meetings: 26th April, 4pm, 30th May, 4pm