



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 28 April 2020, Zoom meeting

1. Welcome – Paul van Dorsten.

Attendees:, Alan Bertenshaw, Andrew Plimmer, Brendan Drury, Denise Cohen, Hamish Boyd, Jason Galea, Lisa Caughey, Lisa Stone

Apologies – Martyn Hamilton, Nick Healy

Parnell Business Association: Cheryl Adamson, Carolyn Keep

Waitematā Local Board – Sarah Trotman

2. Approval of circulated minutes from meeting 31 Mar

Moved by.... Andrew Plimmer

Seconded by.....Jason Galea

3. Budget Revision & Council Rates

- **Letter to Council.** Paul asked Cheryl to re-iterate the content of the letter that had been sent to Auckland Council. Cheryl stated that the letter said that the official PBA position was going to be that council should have a zero% rate increase and that the PBA had chosen to forgo the increase in our funding via the targeted rate that was approved at the AGM last year. Cheryl said she felt it was far better to be proactive about this as come July, landowners would be particularly sensitive.

Sarah said that she had seen the joint release sent by Newmarket and Parnell to the papers. She mentioned her interaction with the WLB regarding budget and suggested that Cheryl present the PBA stance at the monthly meeting the following week.

The upcoming consultation on Council rates was also tabled and various shortfalls in council income discussed. Sarah said she thought the consultation would be out by mid May. Paul said he wanted clarity on all the additional targeted rates they were proposing and how the business differential would be applied.

4 Marketing & Streetscapes

MAY-JUL

- Hands up for Local, campaign launch today on billboards and in EDM



- Carolyn said we were thrilled with billboard ‘partnership deals’ we have struck on 4 major sites plus POAL. Paul asked how much the exposure was valued at and Carolyn said it would be well over \$60K.
- Weekly EDM communication – Carolyn explained that it takes a lot of back and forth on emails, but is important to remain entirely connected with local businesses
- Campaign rollout was planned to Level 2/July (message can always be extended long past this date)
- Several supported the donate/delivery platforms, and as soon as we heard of them we looped in all hospo guys, but there was ‘info overload’ at this stage.
- Carolyn said we were still planning a leaflet to all Parnell residents. Andrew explained his suggestion re retail vouchers and campaign endorsement by members.
- **Streetscape presentation** – Cheryl asked for feedback
 - Paul – suggested that we incorporate the leasing/peephole visual on 195.
 - Brendan said it was a fantastic idea, and the time is right.
 - Hamish suggested that we could even extend the idea and have art students live in empty stores...’big brother style’...sell the idea as a piece of art – encourage Parnell hospo to feed those living in retail space.
 - Jason – said he feels the space still has to be able to be ‘viewable’ in order to attract tenants.
 - Lisa said she felt the new reality was going to be very harsh and lots of retail may not survive.
 - Andrew – said he felt this was the time to be a bit radical to support new initiatives
 - Cheryl said the presentation was being shared with landowners and she would like a test window in next few weeks. The roll out was planned to dove tail with the Hands Up campaign
 - 195, concept suggested time Level 2
- **Rainbow Gate light installation** (was for Elemental) – Cheryl explained they had decided on July, so were just trying to re permit the installation.

Paul asked if the board was in agreement on these 3 initiatives – all agreed.

AUG-SEPT – Cheryl said they were still working towards Décor at that time, but the format, budget and media choice still needed to be confirmed.



AMERICAS CUP/WHALES TAILS

Feedback from organiser: Whale Tales will not be cancelled, but may be postponed with Americas Cup, depending on delivery impact.

- Cheryl explained that her recommendation was to go with 2 on this basis (so we still stay in the loop), and only agree to a small deposit. Even if this is only visited by Aucklanders, it will still have some value. Paul said he had suggested that we ask for an option on another 2 and should Americas Cup not go ahead as planned with international tourists, we just have 2.

The recommendation for 2 Whales Tails and an option on 2 was approved.

Digital support initiative – Cheryl just said that 13 businesses had taken this up to date.

New Website – Cheryl said the home page design done, and the schedule of work was in progress.

5. Security

- Cheryl said she was very happy with the night patrols, but we had only budgeted for a few weeks. Her recommendation was to reduce to 3 hrs across a night shift from 1900-0700, a cost of \$882.00 per week, down from \$1470, from next week and measure after 3 weeks. Some of the board members asked if we felt we may have an increase in crime with more people back at work, plus growing unemployment? Cheryl explained that the reason for the additional night security during Level 4 was to keep an eye on businesses when they were not able to be on site, but once businesses were back, they needed to take individual accountability.
- Cheryl said she was very happy the Council were going to recommence their tagging service from the following day, as that had been a real problem in the prior few weeks.

6. B2B meetings and other –

- Seminar suggestions – Cheryl mentioned that she had had several requests to conduct seminars but felt there was a lot of overload at the moment and we needed some time to get cut through.
- Online Resilience Workshops - Lisa gave positive feedback on her experience.



- Brendan mentioned that he felt that post COVID we should really celebrate the many stories people will have to tell, about how they coped through this period
Carolyn said perhaps the them could be Parnell Personal Pivot – Parnell Professional Pivot.

7. Council/CCO's

- Sarah said that the WLB were progressing a site plan to relocate the toilets and she was satisfied it had got to this step.
- Sarah said she was still trying to set up a meeting with AT/NZTA and the WLB about The Strand.

8. Other Business? There was no other business

9. Health and Safety –nothing to report

10. Financial & Staff/Housekeeping –nothing to report

Next meeting 26 May, Zoom TBC