



## MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 30 June 2020, Jasmx

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### 1. Welcome – Paul van Dorsten.

Attendees:, Andrew Plimmer, Brendan Drury, Denise Cohen (via Zoom), Hamish Boyd, Lisa Caughey, Lisa Stone,

Apologies – Alan Bertenshaw, Jason Galea, Martyn Hamilton, Nick Healy, Sarah Trotman

Parnell Business Association: Cheryl Adamson, Carolyn Keep

### 2. Approval of circulated minutes from meeting 26 May

Moved by.... Hamish Boyd

Seconded by.....Andrew Plimmer

### 3. 195 feedback

- Activation/publicity/next steps
- Paul reported that the phone call set up with the owners via Raymond had been cancelled at short notice with no explanation. He said we just needed to wait to see what the next steps were, but hopefully the owner would just leave it up.
- All agreed that the activation was very successful and the publicity was excellent.
- Cheryl noted that there had been tremendous support from the community, via phone calls, emails and comments on social media. She also said that some of the other BID's had been very complimentary and would possibly use this in their areas.
- Brendan commented that he felt this was an excellent message to other landowners and that he felt many were now doing decent wraps on vacant buildings.
- All agreed it was very positive we had opened this conversation and we needed to take this further with local authorities/government.

### 4. Marketing & Streetscapes

#### MAY- JUL

- Hands up for Local – campaign formally over. Paul asked what sort of follow up was in place in terms of voucher redemption. Cheryl said she did not think we would see a significant redemption as many of the vouchers did not have a strong call to action (and this was deliberate post COVID). She said she felt the prime achievement of the voucher booklet was awareness of so many retailers. Andrew said he agreed with Cheryl and shared that four Parnell visitors to their store in Mt Manganui over the weekend, said they never knew there was a Colony store in Parnell.
- Rainbow Gate light installation – Cheryl noted that the installation was taking place on Thursday, with a shoot on Friday evening.



- Décor – Aug/Sept, planning to use the same media/combo as 2019
- Artweek - 17<sup>th</sup> Oct. Carolyn mentioned that the galleries were very happy with the concept of providing a voucher of \$2000 to spend on a piece of art
- Whales Tales postponed till 2022 – Cheryl mentioned that we need to be thinking about what promotions we need to do towards Christmas, plus early 2021 and would be in touch with various board members for some mini brainstorms.

**New Website** – still about a month away, due to the fact that the migration is taking much longer than expected.

#### **Streetscape displays/activation –**

- 125, done but needs lighting
- 149 wrap – their agent has decided he does not want this as it will make the premises too dark.
- Cheryl said she was doing a brief for parklets and parking day September – brief to Parnell architects – but am waiting for confirmation that the day is still proceeding.
- Activations – Cheryl has met with Place Creative, and are awaiting proposal for execution later in the year (Aug-Nov TBC)
- Long term streetscape brief – Cheryl reiterated that Rolf Masfen was keen on this and she needed to do a brief
- Cheryl noted she was meeting Harrison Grierson re NZTA innovating streets fund, submission due 3<sup>rd</sup> July, so there was very little time to submit anything.

#### **5. Security**

- Quest WINZ and Swan Hotel – parole facility from Oct/Nov
- Paul suggested that when we meet MSD next week we suggest that they have to keep their facilities secure

#### **6. B2B meetings and other**

- 8<sup>th</sup> July - Partners in Crime, RSVP response had been good
- 13<sup>th</sup> Aug – Lynch & Associates
- 10<sup>th</sup> Sept, Premium Liquors
- 23<sup>rd</sup> Sept AGM
- Oct – TBC
- Nov - TBC

#### **7. Council/CCO's**

- WLB priorities consult is out – we are well featured in the advocacy section

#### **8. Committee and AGM run up**

- AGM date Wed 23 Sept,
  - i. Cheryl mentioned that we only have 2 board meetings between now and AGM
  - ii. We need to know who is willing to stand again by July board meeting (28 July). Some discussion continued as to ideas of who else we would like on the committee should vacancies become available.
  - iii. Invites need to go out by the 20-24 Aug



- **KPI's – for discussion.** Paul discussed the fact that we needed to review our KPI's post COVID-19 as that had changed many of the benchmarks and that this would need to be done by the AGM. An open discussion took place on the current KPI's and the impact of recent events on achieving them. It was agreed that Cheryl should document some ideas and circulate for discussion.
9. **Other Business?** Brendan raised the subject of tenants who were battling with landlords and asked if we as PBA had a role to play in assisting them. A discussion followed around the fact that our members comprised both landowners and tenants and perhaps we should outline a collaborative process to secure leases going forward and find out who in Parnell was facilitating arbitration. Our joint object for Parnell was to support tenancies that are sustainable into the future and add to the vibrancy of the district.
10. **Health and Safety** –nothing to add,
11. **Financial & Staff/Housekeeping** – nothing to add

Next meeting 28 July, Jasmax