



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 31 Mar 2020, Zoom meeting

1. Welcome – Paul van Dorsten.

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

Apologies – Alan Bertenshaw, Martyn Hamilton

Parnell Business Association: Cheryl Adamson, Carolyn Keep

Waitematā Local Board – Sarah Trotman

Paul started the meeting by asking how everyone was coping during the lockdown, with the general feedback being that it was very tough and stressful.

2. Approval of circulated minutes from meeting 25 Feb

Moved by.... Lisa Stone

Seconded by.....Nick Healy

3. Budget revision

- Paul noted that Cheryl had updated the budget and collated all spend committed and not committed to date, and had shared that with him and Jason.
- Cheryl also reported that she had reworked the 2020/2021 budget based on the assumption of a rates freeze and not the 8.5% increase as passed at the AGM, in case that was the outcome in the next few months.

4. Security

- Additional night patrols- Cheryl asked if there were any questions on the new night patrols s outlined in the report and said she had received very positive feedback from members. She was also using the opportunity on a daily basis to alert landowners and businesses if anything was highlighted in the night report.
- As noted in the report, after approval of the additional cameras and Nirovision app, the funds were now being directed towards the additional night patrols, with the exception of the camera on Garfield/Cleveland cnr, which would be installed once lockdown was over. The previous resolution may still stand depending on how the budget unfolds in July – contingent



on 2 landowners paying towards cameras, otherwise we will withdraw resolution.

5. Marketing & Publicity

- Cheryl noted that there was a history in the monthly report of all the various promotional attempts and subsequent cancellations as we moved from 13th March to lockdown.
- Digital support initiative – Both Andrew and Lisa gave comments on their digital reports and said they had been very helpful and thought many businesses could benefit.
- Carolyn reported that she was still actively communicating with database (especially H&B – Retailers – Hospitality) and activating social media content for any businesses who had online opportunities and that she had had and have had some really nice feedback in return.
- MAY – JUNE TBC – Carolyn reported that we are working on a Buy Local campaign, concentrating on vouchers, ready to do a media push when lockdown was over.
- JULY - Elemental 2020, (ATEED moved to Oct) – We were still deciding if we want to do the installation in July or move it out.
- SEPTEMBER - Décor
- America's Cup –Cheryl reported that she was awaiting some certainty that the campaign would still proceed/or that we can protect our deposit, so had not signed the final form as yet.
- New Website – the new website was proceeding and there was still many hours of work ahead for all team members.

6. Council/CCO's

- Sarah reported that she had been trying to get the WLB to contribute from the Transport Capital Fund towards the design development for St Georges Bay Rd, but they had said this was not possible. She said she was disappointed with this outcome and we needed to revisit how Desley Simpson could assist us with the LTP. She added that she felt we should just try and focus on St Georges Bay Rd as the Waipapa Greenway was a hard project to get off the ground at this stage.
- Sarah also reported that she had been in discussions with Cheryl and was trying to set up a Zoom meeting with AT/NZTA and the WLB about The Strand.



- Sarah gave some feedback on some of the results of the ATEED survey.

7. B2B meetings - were on hold for now

8. Other Business

- Cheryl mentioned that she had a discussion with Jason and Rolf Masfen, as well as Paul and Hamish and would be working on a Streetscape presentation to address the many vacancies we may come back to.
- Railway Bridge idea – Hamish reported that KiwiRail were happy in principle to progress discussions on the Railway bridge and had asked us to complete an online form.
- Cheryl noted that the Composting trial was now on hold.
- No further ideas had been presented on 195 .

9. Health and Safety –nothing to report

10. Financial & Staff/Housekeeping –

Next meeting 28 April , Zoom TBC