



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 28 July 2020, Jasmax

1. Welcome – Paul van Dorsten.

Attendees:, Alan Bertenshaw, Andrew Plimmer, Brendan Drury, Hamish Boyd, Jason Galea, Lisa Caughey, Lisa Stone, Martyn Hamilton, Nick Healy
Apologies – Denise Cohen, Sarah Trotman, Carolyn Keep
Parnell Business Association: Cheryl Adamson

2. Approval of circulated minutes from meeting 30 June

Moved by.... Lisa Stone

Seconded by...Hamish Boyd

3. **Marketing & Streetscapes**

- Rainbow Gate light installation – Cheryl said she was very satisfied with the installation in general and felt it had been a good investment. There had been lots of on-site interaction, plus in social; media. The installation had stood up well, but she thought we would definitely have to pay for some remedial action to the grass. The strike is Monday 3rd Aug.
- Décor – Aug/Sept, proceeding as planned
- Artweek - 17th Oct. proceeding as planned
- Christmas – Cheryl mentioned that she has still not heard from AT regarding the street pole motifs and would be seeking the help of the local board.
- Faraday Festival, confirmation of dates for early 2021 to follow

Discussions on Pre Christmas/early 2021 versus streetscape activation. Cheryl reported that she had meet with several members of the board (Lisa Stone, Lisa Caughey, Brendan Drury, Hamish Boyd, Andrew Plimmer) to discuss options of 2 separate promotion or a summer long streetscape activation. She said she needed to source some quotations before we could make a decision. Cheryl also mentioned that Ray/White/The Stones may be keen to contribute some involvement in a hospo promotion.

New Website – Cheryl said she was working on a self-imposed deadline of the 15th August so the new site could be up before the decor promotion was loaded.

Streetscape displays/activation –

- Park(ing)day – Auckland Transport. Cheryl reported that there seemed to be very little traction on Park(ing) day this year and deadlines were tight. If it came to light that someone was working on an activation we would support it, but other than that we should wait until another opportunity. Paul asked if there was an option of incorporating parklets into Christmas or the summer activation.

4. **Security** - Cheryl gave an overview of the following items



- 2 Stanley Street – facility for women on bail or in remand
- Cracroft apartments, lots of recent drug related security issues
- Last week Thurs/Fri,
 - i. La La café had patrons with Mongrel Mob clothing, saying they are staying at The Pines
 - ii. An agitated male locked himself in the toilet at Frank Casey in Heather Street. He walked around saying he is on drugs and is a big disappointment to his family, sat down cried in the toilet.
 - iii. Urgent call from Holly at UnserHaus. A female with a green hoodie is bashing on windows, kicking over bins, and yelling at people. She went into Cracroft apartments
 - iv. Attempted theft of motorbike in Jasmax parking, made a good effort by drilling into the steering lock and ignition.

An open discussion took place in which many members of the board expressed their concerns. Hamish asked what actions we could take before anyone was hurt and also asked if other BIDs were experiencing the same problem. Martyn said that he had also had an incident with a Cracroft resident the previous Friday and that many of his tenants were looking for premises with secure parking. Paul suggested that the venues should provide their own security. Cheryl explained that she has recently sent an email to David Seymour's office appraising him of the situation. Cheryl also said that members in Carlaw Park had been personally visited by James. It was agreed that Cheryl should send out another email to members and landowners, asking them to be aware and report incidents to the Police. It was also agreed that Cheryl should write a letter to David Seymour and cc Paul Goldsmith and Desley Simpson.

- CCTV, Cheryl said that in light of the issues above, she thought we needed to revisit the installation of facial recognition and redeploy the budget we had approved for a camera facing the Cleveland intersection as that is not proving easy to do. She said she would revisit the costs and bring them to the board for approval.
- Once facial recognition is live we need to advise all accommodation providers, especially those providers identified as being of concern.

5. B2B meetings and other

- 13th Aug – Lynch & Assoc
- 26th August, Brendan announced that he would be having a Bubbles and Borders customer event and the board and members would be invited.
- 10th Sept, Premium Liquors
- 23rd Sept AGM
- 14th Oct – Archant
- 18th Nov – Cheryl mentioned that The Parnell were keen to host a function in November. Hamish suggested we try and see if we could get anyone from Americas cup to speak.

6. Committee and AGM run up

- AGM date Wed 23 Sept
 - i. Invites to go out 20-24 Aug
- Committee



- i. Paul noted that Alan Bertenshaw was standing down due to work demands, which would mean we have 2 vacancies as the balance of the committee were willing to stand again. A general discussion took place as to what sort of skills we were seeking in new members and who we should seek interest from in order to keep the balance of the committee both geographically and by category.
- Rate in the dollar increase for the 2021/2022 budget?
 - i. Cheryl circulated a list of the current BIDS together with their rate in the dollar and budgets. A debate took place as to whether we should ask for what we had last year and subsequently forfeited due to COVID, or a minimal increase to cover inflation. No decision was made and it was agreed we will finalise this at the August meeting.
- KPI's – for discussion.
 - i. Paul shared a continuation of the discussion on KPI's from the previous meeting and tabled the suggestion that while we would report on our current KPI's for 2019/20, many of the measures needed to be reviewed as a result of COVID. Cheryl also shared some alternate approaches from other BIDS as well as the top line points as follows:-
 1. Vacancies – still waiting for Colliers report, will be worse than last year, but not as bad as coming year
 2. Crime Stats -Average thefts per month
 - a. 2018/2019=23.1, 2019/2020=20.5.
 - b. Although the overall stats are less, there were more burglaries, more general theft, but less stealing from cars/of cars and bikes, especially over lockdown.
 - ii. Marketview performance. Cheryl shared a table of performances on spend and income in the past two quarters as well as the annual Marketview figure and compared our performance to various competitors in Auckland.

7. Council/CCO's

- Cheryl mentioned that she was presenting at a hearing on the Local Board Plan on the 29th July and would reiterate all our aspirations, particularly those in the Parnell Plan.

8. Other Business?

- 195 feedback – all good!
- Hamish Boyd raised the concern that access from the Carlaw Park walkway through to Parnell is not open to the public. A HOP card is needed to open the gates from the Carlaw Park side of the railway station to access the underbridge to go up the hill to Parnell Road. This is prohibitive to creating connectivity in our area.

9. Health and Safety –nothing to add,

10. Financial & Staff/Housekeeping – nothing to add

Next meeting 25 Aug, Jasmex