



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 29 Sept 2020, Jasmex.

AGENDA

1. Welcome – Paul van Dorsten

- Attendance and Apologies
- Attendees: Brendan Drury, Jason Galea, Lisa Caughey, Lisa Stone, Mike Jennings, Paul van Dorsten
- Apologies – Andrew Plimmer, Denise Cohen, Hamish Boyd, Josephine Rudkin-Binks, Martyn Hamilton, Nick Healy, Sarah Trotman,
- Parnell Business Association: Cheryl Adamson, Carolyn Keep
 - Paul welcomed Mike Jennings to his first meeting
 - Approval of circulated minutes from meeting 28 Aug
 - Moved by.... Lisa Caughey Seconded by.....Brendan Drury
 - Issues arising from minutes, not covered in Report/Agenda

2. AGM Feedback

- Meeting – there was good feedback from the AGM and Cheryl thanked for her organisation. Cheryl mentioned that she has sent a personal email to all attendees (Ex Board) post the AGM
- Appointment Denise Cohen

RESOLUTION: To appoint Denise Cohen as a non-voting member of the Executive Committee for the coming year.

- Moved by.... Jason Galea Seconded by.....Lisa Stone

- Sign BID agreement – Paul mentioned that as agreed at the AGM, he had signed the BID agreement.
- Board Charter – all members to sign. Cheryl circulated the Board charter for all attendees to sign

3. Marketing & Streetscapes

- Décor – Cheryl mentioned that yesterday there were over 11,900 entries, which was far more than the previous year. She said she had noticed that some people had entered very many times, and once the competition was over, she would do a 'like for like' comparison to 2019. Cheryl also shared the web analytics and explained that all the peaks in web traffic were when the selected media had sent emails or when the PBA EDM's had been distributed. This reflected very well on the activity.
- 17th Oct, Artweek – all preparation was going fine, but to note this would also be election day.
- Hospo first 2 weeks Nov, concept work was underway
- Christmas motifs, Heard Park. Cheryl explained that we had been granted permission to put the motifs on poles in Heard Park.



4. Security

- Platform 4 Group, Cheryl reiterated that P4G had brought on a dedicated sales person Amit, and that the board needed to please consider supporting him and passing on any leads.
- Meeting re 'whole agency' approach – Cheryl gave feedback of her meeting in Newmarket with MSD, City Mission and Lifewise. Newmarket are experiencing a whole lot of crime also. No one is at the top of the decision-making process, none of the supported accommodation suppliers are co-ordinating the locations.
- Quotes facial recognition CCTV, Cheryl said she was looking at another demo the following day.

5. B2B meetings and other –

- 7th Oct, Political candidates
- 15th Oct – Holy Trinity
- 18th Nov – Premium Liquor

6. New Local initiatives

Cheryl presented document which highlighted many of the trends evolving in the future of Town Centres, plus a strategy on how to connect more with Parnell locals.

Final marketing decisions would be taken to a sub committee.

7. **Council/Cco's/ Other Business?** - nothing to add
8. **Health and Safety** –nothing to add,
9. **Financial & Staff/Housekeeping** – nothing to add

Next meeting 27 Oct, Jasmax, TBC

