



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 27 Apr 2021, 2 York Street.

AGENDA

1. Welcome – Paul van Dorsten

- Attendance and Apologies
- Attendees: Brendan Drury, Denise Cohen, Jason Galea, Josephine Rudkin-Binks, Lisa Caughey, Lisa Stone, Paul van Dorsten,
- Apologies – Hamish Boyd, Mike Jennings, Martyn Hamilton, Nick Healy, Sarah Trotman,
- Parnell Business Association: Cheryl Adamson, Abbey Sadleir
 - Approval of circulated minutes from meeting 30 Mar
 - Moved by.... Jason Galea Seconded by... Denise Cohen
 - Issues arising from minutes, not covered in Report/Agenda

2. Council/CCO's

- RLTP submission. Cheryl noted that she was busy with the submissions for this. Lisa C asked for clarity about the Regional Fuel Tax variation and Cheryl explained that we have never supported this as an ongoing measure and have always believed it needed to be ring-fenced. Cheryl also explained the question around potential congestion charging.
- Waitematā Local Board support St Georges Bay Rd – presentation to the planning committee 3 June. Cheryl noted that feedback from AT indicated that advocacy from the WLB was the most important aspect with regard to the slim possibility of getting this project included in the RLTP.
- Summerset Notified Consent submission and local issues. Council decision following the hearings is due mid-May. Cheryl also mentioned that certain members are quite anxious about how Emergency Services get involved in Resource Consents and if they take cumulative effects of several projects into account.
- Heard Park- update concept plan/ toilets/. The concept plans were being presented to the Local Board, following which they will be shown to key stakeholders before going out for public consultation. The toilets are being moved just as Woodpecker are moving out. Various board members gave the comments on the Woodpecker vacancy.

3. Marketing & Streetscapes

- Take a Seat /Mar/Apr/May 2021. Several committee members commented on the great stories that tell a different and diverse story of Parnell.
- Inbetweeners /Mar/Apr/May 2021. Denise said she thought the radio is outstanding. Cheryl said it was early days in terms of noticing any impact, but mentioned that Mike had made a comment he had seen a few new faces in The Paddington.



- Light installation - July programme. Cheryl showed the meeting the visual of the Mountain of Light and 'sprigs' and said we had booked a coffee truck for Friday evenings and were now working on activation ideas as well as some combo ideas with nearby hospo outlets, plus a strategy for social.
- Whales Tales - Jan-April 2022. Denise gave her feedback on the overall initiative, the benefactors (WWF), the idea, locations, and the QR Code piece, as well as the possibility of participation by Auckland Museum. Lisa C commented on the understanding of the organisers and the fact they have considered how this will work in Parnell with a mini trail linking Parnell, Newmarket and Auckland Museum as a cultural precinct. Denise also gave the Penguin Christchurch example.
Cheryl explained how the app works and talked about various highlights during the three-month programme, including Faraday Festival, Earth Hour and night walks. She mentioned she would like to investigate a sound concept for Scarborough Reserve. Ideally Parnell should have 3-4 Trails, we had budget for 2, so Cheryl would be seeking sponsorship to see if we could get the funds for additional pieces. Josephine mentioned there may be certain 'sustainably linked' sponsors we could talk to.

4. **Marketview** - the figures for March were not yet ready.

5. **B2B meetings and other -**

- May 13th The Ice House. They have done a refurb they want to start pushing their shared space. They have a lot of residents who are leasing space, not being mentored.
- 16th/17th June - Archant, TBC
- July TBC but Studio Carolina Izzo is interested
- Denise also mentioned the Museum would be interested as the one that was planned for Tuitui Bistro had to be cancelled due to lockdown.
- AGM 29th Sept - possible date. The meeting agreed we would keep to a lunch time slot and need to start thinking about potential committee vacancies.

6. **New Local initiatives/sustainability**

- First seminar 6th May. Joey said the response on numbers was ok so far and outlined the contribution from Auckland Museum and Ecotricity.

7. **Security**

- Crime in general. The meeting referred to the incident with the Cathedral organist. Lisa commented that there had been a lot in the press lately about the emergency housing situation and the impact around the country. Brendan mentioned the difficulty with getting accommodation in certain NZ towns for Australian travellers.
- P4G security - we are now just over 82%, due to recent member support and should have a dedicated night time vehicle by 1 July. P4G have asked us to please thank board members who helped get this across the line. Following this, their intention is to try and progress to a day-time guard 7 days a week.

Linking up with Newmarket is starting to work very well.

James is leaving on the 15th, Rachel is happy with the new recruit.



CCTV Biskit. Cheryl had met Jason on site. And was awaiting installation details.

8. Other Business?

- Retail rentals and empty premises. Cheryl mentioned her meetings with certain brokers and talk that some landowners were starting to ask for increased rentals post COVID. Several committee members commented on this and the potential negative impact of key vacancies. Heart of the City and Save the Queen Street was also discussed and the alignment of Heart of The City with the landowners. Lisa C said she feels that Parnell is different to what it was 3 years ago. Excluding galleries, services and hospitality there were now only about 14 real retailers. She said she felt Parnell was no longer a retail destination, and now had more of a service profile. After various comments around the table it was agreed that what we need to do is find a way to present Parnell in a positive light as a great place in which to do business – almost reversing the emphasis on retail as the primary visitation driver and focusing on office occupation as the primary driver, thereby providing support for the retail. Some of the comments from ‘Take a Seat’ could be used, it could be more like a prospectus for leasing brokers Denise said that honing in on that proposition could really help prospective businesses feel like Parnell is the Space to Be and also realtors could be clearer on this. Paul said we need to articulate ‘Why Parnell?’ and highlight the tech/deeptech hub, Xero, start-ups etc. What is it that appeals to existing tenants, the key people who are here? It was agreed that Cheryl should have meetings with all the main leasing agents as well as several key landowners and potentially we should start the concierge famils again, now that we are getting visits from across the Tasman.
- Brendan mentioned that House of Travel Parnell are having their 25th anniversary and he is trying to decide how best to celebrate this.
- He also mentioned the launch of the new Carbon Zero initiative with Orbit Travel.
- **Sarah Trotman** – Cheryl appraised the board of recent activities and the stand Sarah had taken for the community.

9. **Health and Safety** –nothing to add,

10. Financial & Staff/Housekeeping

Next meeting 25th May, Jasmax