



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 25 May 2021, Jasmex.

AGENDA

1. Welcome – Paul van Dorsten

- Attendance and Apologies
- Attendees: Brendan Drury, Jason Galea, Lisa Caughey, Lisa Stone, Mike Jennings, Nick Healy, Paul van Dorsten,
- Apologies – Denise Cohen, Josephine Rudkin-Binks, Martyn Hamilton, Sarah Trotman
- Parnell Business Association: Cheryl Adamson, Abbey Sadleir
 - Approval of circulated minutes from meeting 27 Apr
 - Moved by.... Lisa C Seconded by... Brendan Drury
 - Issues arising from minutes, not covered in Report/Agenda

2. Committee & Year end/AGM prep

- The AGM is booked for the 29th Sept, lunch time slot at Next Gen
- Possible new committee members
 - Cheryl asked the committee members to please decide by end July if they wanted to stand again and suggested that we may be looking for 2-3 people. Various discussion ensued as to what skills were needed to compliment the board and if there were specific category or geographic shortfalls in order to maintain the balance of the board members and committee.
- Capital Values again this October. Cheryl mentioned that the Capital Values would be reassessed this October and we may need to take that into accounts when calculating the new BID targeted rate.
- Upcoming meeting Desley Simpson.
 - Cheryl gave insight as to a potential discussion around the lack of alignment of the local board areas with the electoral wards, as well as how the Police boundaries were constructed. She noted it would certainly be more ideal to streamline crime monitoring if Parnell and Newmarket were in the same Police district.
- BID Policy review – Cheryl mentioned that the BID Policy was undergoing a review, one of the main issues being conflict resolution. Cheryl was going to attend several meetings and would then give feedback.

3. Council/CCO's

- Cyclist death The Strand. Cheryl referred to this unfortunate incident which took place in a completely different place to the previous one and she had been advised by AT that no immediate steps would be taken until the investigation was completed by the NZTA/Waka Kotahi.



- The 'Congestion Question' submission
 - Jason commented on the submission and the possible impact on The Strand, but if it restricted city access that may work in Parnell's favour. Paul commented on the reference to the potential impact on certain income groups
 - Cheryl said our submission did not support either the 'strategic routes strategy' or the 'city cordon' and called for detailed investigation into a combination of options. She also references the views of other BIDS including Heart of the City and North Harbour.
 - Cheryl noted that this would not be happening until the CRL was complete.
- Heard Park concept plan
 - Nick Healy gave an overview of the workshop he attended with Cheryl and the design team from Auckland Council and explained the council recommendation and especially the reference to the play areas.
 - Cheryl noted that consultation would commence in the next few weeks, as well as the fact that there were currently no funds to support the full proposal as presented.
 - Several members asked if there was enough seating, also taking note of parents/caregivers near the playground. Cheryl said she was supportive of the removal of the hedges as it broke up the space.
 - Both Paul and Hamish asked if there was an option to put forward an alternative proposal. Paul suggested that a sub-committee take this discussion forward.
- Summerset Resource Consent - environmental court
 - Cheryl reported back on the council consent for Summerset being granted with conditions, but said the Cheshire Street group were extremely unhappy and probably going to lodge an appeal with the environmental court.
- Waitemata Board support St Georges Bay Rd project – presentation to the planning committee was set for the 3 June.

4. Security

- Crime in general & possible press conference
 - Cheryl gave an overview of some recent incidents. She then asked the board if we had an appetite for a joint press conference together with Heart of the City and other city fringe precincts including Newmarket. To date we had all resisted this option for fear of being singled out as an unsafe area, and affecting your businesses, but all efforts so far to gain an audience with the various ministers had been ignored.
 - The risk was debated by the board and agreed that if we worked with a PR Company and the other central/city fringe BIDS that could have a positive outcome and we need to guard against being seen as 'nimby's'.
- P4G security – Cheryl reported that hopefully by 1 July we should have a dedicated vehicle as we are over the 90% mark.
- CCTV Biskit - waiting on final installation details



5. Marketing & Streetscapes

- Take a Seat - campaign is nearly complete
 - Paul complimented Cheryl on the campaign and so did Brendan. Cheryl said the content had been very interesting to work with and was almost like 'mini research'.
- Inbetweeners
 - Mike reported back that he had seen a difference in his business, and it had definitely increased. He was seeing a difference in the crowd coming through the door and had had more support from females. He mentioned the Paddington was pushing the promotion via their marketing channels as well.
 - Cheryl said that some of the other participants were not doing their bit so the feedback had been mixed. The past month had a lot of competition with both Ponsonby and Heart of the city doing hospo promotions, so PBA were giving an extra push for the last month.
- Light installation - July, programme
 - Cheryl responded that the permit had not yet been granted and they may ask for Resource Consent, which was ridiculous.
 - Abbey had negotiated good specials with Burger Fuel, Movenpick and La Porchetta.
- Whales Tales – sponsor feedback
 - Cheryl reported that Ray White had kindly agreed to co-sponsor a tail to the value of 5K and discussions were underway re placement. Lisa Stone said she would revert re Cathedral suggestion.

6. Marketview - March and April with comparisons

- Paul commented that it looked like we were tracking Ok when you compared us to our contemporaries, but were obviously down compared to 2019.
- Cheryl said she was enjoying the online tool and the fact that we now had far more comparisons to measure against.

7. B2B meetings and other –

- May 7th, Cameron Bagrie webinar with Newmarket was very well attended by Parnell businesses
- May 13th The Ice House
 - Paul reported the attendance was good and it was an interesting evening.
- 9th June – Archant with Kyria Warren
 - We would see how this went as we had encouraged something extra for this event.
- 23rd June, 9am – All about Instagram with well known influencer Simone Anderson
 - Cheryl also reported our progress with influencers. Not many restaurants had accepted the option.
- July/Aug TBC Museum
- AGM 29th Sept



8. New Local initiatives/sustainability

- Next seminar 3rd June
- Newmarket & Uptown may join us from 1 July
- Further funding composting – Cheryl said she had applied but had been declined on the basis of it being a repeat.

9. Other Business?

- Meeting brokers. Cheryl said she had met with RCP and the James Group in the last month.
- Va Bene had just opened – Lisa S said she had a good meal there
- Woodpecker Hill premises had been leased

10. **Health and Safety** –safety template and business continuity plan was being created for PBA and would be shared with the board.

11. Financial & Staff/Housekeeping

- Budget sub-committee meeting would take place on the 16th June, and was essentially a rework of what was proposed at the AGM in 2019. Cheryl was presenting the marketing spend to Lisa C and Brendan.

12. General Business

Brendan gave an update on travelling bubbles for the board.

Next meeting 29th June, Jasmex