



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 29 June 2021, Jasmax.

AGENDA

1. Welcome – Paul van Dorsten

- Attendance and Apologies
- Attendees: Brendan Drury, Denise Cohen, Josephine Rudkin-Binks, Jason Galea, Hamish Boyd, Lisa Caughey, Lisa Stone, Martyn Hamilton, Nick Healy, Paul van Dorsten,
- Apologies –, Mike Jennings, Sarah Trotman
- Parnell Business Association: Cheryl Adamson, Abbey Sadleir
 - Approval of circulated minutes from meeting 26 May
 - Moved by... Brendan Drury Seconded by... Lisa C
 - Issues arising from minutes, not covered in Report/Agenda

1. Budget 2021-21 - Presentation

Before the presentation Paul clarified the process the budget had been through. The marketing section of the budget had been reviewed by both Lisa C and Brendan and suggested amendments made. Then the finer details of the budget were reviewed by Paul and Jason.

Cheryl presented each section of the budget based on the amount approved at the last AGM of \$910,000. Cheryl gave a detailed breakdown of the full budget including the forecast carried forward.

She detailed the various sections and highlighted where changes had been made in strategy or spend.

In the last category a fair bit of discussion took place around a proposed streetscape request for Parnell Road with a potential 'Expressions of Interest' to be directed at Architects. Hamish debated the potential of a competition, Jason said the intention was to see if via placemaking there could be a solution to rejuvenate Parnell Rd with something consistent and distinctive. Cheryl highlighted the challenges associated with private land owned by various landowners and council land. Denise noted we should emphasis the brand attributes.

Cheryl closed by saying that this discussion would extend beyond the budget approval and she would distribute the current brief and ask for feedback.

Paul then asked if we could pass a resolution to approve the budget.

Resolution

To approve overall budget of \$1,082,981 (including GST) as tabled, excluding discretionary spend of \$99,000 to be approved as and when requested.

Moved by: Hamish Seconded by: Jason All in favour – YES



2. Council/CCO's

- Heard Park submission & concept plan
 - Cheryl said the subcommittee involved were asked to submit photos of desirable playgrounds and Jasmax would be submitting a plan. Cheryl noted the submission deadline was just a few days away, so she would need urgent approval.
- Gladstone raised level crossing
 - Cheryl reported that she had met with a team from Auckland Transport on site and they had managed to slightly relocate the crossing and retain some parking, which was a good outcome.
- Parking Study
 - Cheryl tabled the idea of us doing a parking study for Parnell, comparing the available parking per retail m2 as compared to other areas. Hamish suggested that if we have parking as a challenge, in Parnell perhaps we can focus on making Parnell a very desirable area for cyclists. A general discussion ensued about bike valets, parking and providers such as Lockidocks.

3. Committee & Year end/AGM 29 Sept prep

- BID Policy review – board charter
 - Cheryl noted that the major changes are related to the board charter - looking to tighten up issues around conflict of interest in particular. These would only be required next year.
- Committee members
 - Cheryl requested that all committee members let her know by end July if they wanted to stand again or not
 - Cheryl reminded the meeting that we have always sought to have a balanced representation on the committee, both in terms of geographical representation as well as skills. She said she was in the process of preparing a matrix of the current committee in order to identify opportunities.

4. Security

- Crime in general
 - Cheryl gave an update on crime in general, saying there was not too much to update in terms of activity, and the proposed press conference had not gone ahead due to the fact there had been a lot of press about emergency accommodation from the Police etc, so everyone was aware of the problem. There were however still plans to make a joint statement to a designated member of the press.
 - Paul gave feedback on his meeting with David Seymour saying he had raised these issues as well as the fact that the Police boundaries of Parnell and Newmarket were not aligned.
- P4G security – were waiting on just one more deal in order to have a dedicated night time vehicle.
- CCTV Biskit – still awaiting MOU approval



5. **Marketing & Streetscapes** – this had been reported upon during the budget presentation.
6. **Marketview/Research/Publicity** - Discussion around PR and board input
 - Cheryl brought to the attention of the board that the PR retainer for business publicity had been extended, but with a slightly less intense schedule. She said she felt it was adding positively to the profile of Parnell but explained that coming up with new content and material for these ‘opinion piece’ type releases was often challenging, especially when she did not have a ready stream of facts and figures at her disposal and there was a time sensitive deadline.
 - She asked for support from the board in terms of ideas as well as drawing from their relevant areas of expertise.
 - Paul suggested that we investigate subscribing to something like Infometrics and Denise suggested that we start a Google doc so board members can contribute ideas for releases. Brendan suggested we align some of our topics to various projects and our strategy.
7. **B2B meetings and other** –
 - 9 June – Paul said the Archant event with Kyria Warren was well attended
 - 23 June – Social media seminar with Simone Anderson was cancelled due to ‘pregnancy complications’
 - 17 Aug - Auckland Museum
 - 29 Sept – AGM
 - Oct and Nov TBC
 - 2 Dec, Chloe Swarbrick at event/sustainability theme or business
8. **New Local initiatives/sustainability**
 - 1 July, Conscious Consumers. Not badly attended with both Newmarket and Uptown contributing about 5 extra persons each.
9. **Other Business?** There was no other business raised
10. **Health and Safety** – no issues raised
11. **Financial & Staff/Housekeeping** - Paul noted that he and Jason had reviewed staff compensation as part of the budget

Next meeting 27th July, Jasmex