



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 27 July 2021, Jasmex.

AGENDA

1. Welcome – Paul van Dorsten

- Attendance and Apologies
- Attendees: Brendan Drury, Jason Galea, Hamish Boyd, Lisa Caughey, Lisa Stone, Martyn Hamilton, Mike Jennings, Nick Healy, Paul van Dorsten
- Apologies –Denise Cohen, Josephine Rudkin-Binks
- Parnell Business Association: Cheryl Adamson, Abbey Sadleir
 - Approval of circulated minutes from meeting 29 June
 - Moved by.... Jason Galea Seconded by... Lisa C
 - Issues arising from minutes, not covered in Report/Agenda

2. AGM Prep & committee

- Committee matrix. Cheryl presented a matrix of the current committee, referencing skill sets, localities, business categories and areas of involvement. A discussion followed between the board as to what skill sets would be desirable to have on the board, noting that we still need to keep the balance of localities and the business category represented. All agreed that the tech sector as well as sustainability were important growth areas.
- AGM - What happens if we have a lockdown? Cheryl explained that the legal framework the government provided last year regarding an online AGM was no longer in place, which meant that if there was a sudden Level 3 lockdown, we would not be able to hold the AGM.
- Current members standing again – Cheryl noted that she had heard from all the current members as to their desire to stand again.
- BID rates. Cheryl circulated a list of the current 'rate in the dollar' of all the BIDs in Auckland, and opened the debate as to what increase in the targeted rate we should propose in the 2022-2023 year. She also mentioned that the Capital Values will be reassessed this October. Areas of potential new funding were discussed including public projects and streetscapes. The committee asked Cheryl to establish what % some of the other comparable BIDs were planning to propose, as well as to do a review of the current staffing of the PBA, as the committee understood there was a large amount of excess hours required to cover the various roles the small PBA team had to tackle.
- Invite deadlines. Postal would go out w/c 23 Aug, with the email on the 31 Aug. we need to call for nominations by midday on 22 Sept.
- Cheryl presented a diagram noting how the various category promotions overlapped within the annual marketing strategy, as well as how many businesses benefitted directly from PBA marketing spend. She discussed the proposed initiative with Neat Places, suggesting that smaller businesses needed PBA support to get onto that platform. The board agreed.



3. Council/CCO's

- Boundary changes. A discussion had been set up by Desley Simpson with a council member on the 2nd Aug and Cheryl would revert.
- Transport capital fund – the Local Board had responded that this had been reinstated as part of the RLTP, but there were no decisions on the final amount and how it would be spent.
- Heard Park submission & concept plan – nothing further
- Parking study Parnell/Lockidocks. The meeting agreed this looked really interesting and Cheryl would revert after her meeting.

4. Security

- Crime in general. Paul said he had reviewed the joint press release and was happy with the content. Cheryl said the group had had an interview with a journalist, who was clearly seeking more clickbait so the article may only appear in a few weeks time.
- Staffing P4G, Cheryl gave a recap of recent staff issues.
- P4G security – 95% towards a dedicated car.
- CCTV new sites – by way of a slide diagram map, Cheryl showed the board the locations of all the new cameras, saying that it was gratifying that long terms objectives were finally being reached. Several board members asked if there were more opportunities to promote this to member as well as have a stronger street presence of CCTV signage.
- Cheryl raised the issue of potential conflict re the release of footage if we allowed a landowner camera to tap into our server rather than set up their own system. Martyn said we should definitely stay away from a potentially conflictual situation and Lisa Stone said it would be best to stay with the current CCTV policy regarding privacy and release of footage.

5. Marketing & Streetscapes

- Mountain of Light. Abbey reported that we were very happy with the result, the participating tenants were very happy, the Friday nights with the coffee truck and roaming musician had been successful and the social media engagement had been the best we have ever achieved.
- Décor, so far there were 24 participants in the campaign and Abbey had sold 10 ads for the insert, so we will be going ahead as proposed.
- Artweek – all was arranged.
- Christmas – we need to get permit started.
- Whales Tales – Cheryl said she had presented a funding proposal to Auckland Transport walking team, and was still waiting on one tail sponsor. She still needed to work on the sponsor for the soundscape.
- Streetscape project. Cheryl said she had not received feedback from any of the committee members other than Lisa C and Denise. Lisa said that although she liked the concept she was sceptical of landowner co-operation and did not want to execute a while lot of work before ascertaining their appetite. Cheryl gave feedback from Denise suggesting that she needed to concentrate on the vision a bit more before distributing. Cheryl said she would get to this as soon as she found time. It was agreed this would best be progressed in a smaller sub-committee.



6. **Marketview/Research** - Cheryl said she had sourced quotations from both Colliers and Infometrics and would distribute them.

7. **B2B meetings and other -**

- 17 Aug - Auckland Museum
- 29 Sept - AGM
- Oct and Nov TBC. Based on feedback that it is getting quite hard to secure attendance at these events and members are not linking up to do them, Paul suggested that we try to have one every second month. Martyn commented that from his point of view, many companies were still in limbo, dealing with lots of uncertainty. It was agreed in 2022, we would aim for 6 B2B's as we are also doing webinars
- 2 Dec, Chloe Swarbrick at event/sustainability theme or business, TBC

8. **New Local initiatives/sustainability**

- 5 Aug, still recruiting for the webinar on Carbon Credits, but the numbers were looking OK

9. **Other Business?**

- Brendan gave an overview of his perception of the border openings and international students.

10. **Health and Safety - Emergency Plan**

- Paul noted the PBA Business Continuity and Emergency Plan Cheryl had completed and Cheryl encouraged all board members to have it on our desktops.

11. **Financial & Staff/Housekeeping** - nothing to add

Next meeting 31 Aug, Jasmax