



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 31 Aug 2021, Zoom.

AGENDA

1. Welcome – Paul van Dorsten

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

2. AGM Prep & committee

- AGM implications – postpone to mid Oct?
 - Cheryl summarised the recommendations she had circulated pre the meeting highlighting the issues with hosting the AGM on Zoom and the current constitution. The suggestion was to postpone to the middle of October. Hopefully in a few weeks we would have more clarity and could make a call re an online meeting or not. Cheryl also explained the process for the 2022/2023 budget approval if we are not able to host the AGM as required.
 - Lisa asked if there was feedback from the other BIDs and Cheryl responded that she had been in contact with many of them as well as the council BID team.

Recommendation to move to mid October

Moved by Lisa Stone. Seconded by.... Nick Healy, All in favour

- Cheryl would confirm what date she could secure the Next Gen venue. (Invites needed to go out 3 weeks prior by email, and a few days earlier via post)
- Ratify the draft financial report.
 - Cheryl spoke to the Draft Performance Report and Financials that had been circulated prior to the meeting, highlighting that there was a small deficit for the year, utilising surplus from the previous year and that the deficit was due to the depreciation, most of which was the website which had been capitalised in the previous year. Paul acknowledged that this was an accounting deficit rather than a trading loss.



DRAFT FINANCIAL REPORT - resolution to ratify

Resolution – to ratify the Statement of Accounts/Annual Report and audit

Moved by... Brendan Drury Seconded....Jason Galea All agreed YES

- Rate in the dollar – present options at 3.5% and 6.5%
- Cheryl presented a slide comparing the resources of the Parnell team with that of Newmarket in terms of staff roles and responsibilities. Paul made the point that it would be advantageous to free Cheryl up from some of the administrative work in order to allow her more time to concentrate on the strategic facet of her role, but in order to achieve this we would need to take on a part time staff member. Paul said that he felt the team was currently under resourced and the excess hours Cheryl devoted to her role was not sustainable.
- Cheryl presented two budget options for 2022-2023, one based on a 3.5% increase, the other on 6.5% of the 2021-2022 targeted rate.
 - Jason asked if lockdown meant that there were parts of our budget we were not utilising. Cheryl responded that online activity and current promotions were continuing.
 - Lisa asked if we are expecting the costs of living to be up more than 3.5%? If so we should account for that.
 - Paul said he felt we needed to resource our staff more to achieve a better outcome. The only way to do that is by increasing our rate on the dollar or decreasing current member services such as marketing or security.
 - Cheryl said all she had accounted for in the forecast was an additional part time staff member, and this would only take place from Jul 2023.
 - Paul said he felt it was an issue of risk management and staff welfare.

Resolution

That we agree to request an increase the targeted rate for 2022/2023 to \$969,150 (after GST) and seek to have this approved at the AGM

Moved by: Lisa Caughey Seconded by: Hamish Boyd All agreed YES

- Annual Report. Cheryl commented that this was 90 % done, but would not be sent to print until invites for the AGM were sent out.
- Committee
 - Cheryl said she had met Harrison Grierson for a discussion and would also be meeting with the IceHouse.
 - Based on new date, nominations deadline midday 7 days before confirmed date.



3. Security

- P4G security –
 - Dedicated night-time patrol starts 1 Sept
 - Cheryl said her and Rachel were fielding lots of security calls to landowners during lockdown, as security was reporting many open premises, some of them due to automatic access controls.
- Cheryl showed a slide of all the camera locations in Parnell, saying that after the Masfen installation at Biskit/Falcon street, there would be 30 cameras on our system.
- Signage audit, need more CCTV signage

4. Marketing & Social Media

- Mountain of Light, report Abbey
 - Abbey gave an overview of her report, highlighting the success of the vouchers as well as the Instagram engagement. Denise said she thought the results were impressive as did other committee members.
- Lockdown plans
 - The PBA team were currently supporting Level 4 online options and Abbey has created several Instagram stories.
 - Level 3, may be a hospitality focus, but we think there will be far fewer than last time. Abbey has asked all retail and hospitality for feedback on what they are planning in various levels.
 - Cheryl mentioned that funds for the last printed newsletter of the year may be directed towards a voucher booklet if there was demand.
 - The team had also decided to delay Neat Places till Oct
- Décor
 - Starts 1 Sept, and will run the whole month
 - The Insert moved to Oct distribution
- Artweek – this was going to be postponed and the organiser would let us know final dates soon.
- Christmas – right of entry approved for the bauble and hedge motifs
- Whales Tales –
 - AT Sponsorship had been secured towards a walking map – value \$5K
 - Cheryl still needed to secure sponsorship for the last tail and have approached Xero.

5. Marketview/Research -

Cheryl presented a slide showing the Marketview trading for the entire year, pointing out how quite January and February had been for Parnell. Denise commented that she had seen a presentation from Auckland Unlimited which verified this for the whole of Auckland. She also showed the vacancy stats from Colliers.

6. B2B meetings and other -

- 17 Aug - Auckland Museum cancelled
- 27 Aug – Cameron Bagrie, Webinar had been very well attended



- 1 Sept – David Seymour webinar
- 2 Sept – Sustainable funding webinar
- w/c 6-10, Social media/Facebook advertising, Linked in lead generation
- Hamish asked if we had planned any more lighthearted zoom sessions and suggested possibly a chef or art gallery. A museum curator from one of the Tuesday night sessions was also discussed. Brendan noted that he is preparing for international travel briefings, and in future this may make for some interesting sessions.
- 18 Nov, was pencilled at Gerome

7. Council/CCO's

- Boundary changes, meeting 2 Aug. Paul noted that this looked like 2 years away.
- Local Board Transport Capital Fund – Cheryl mentioned that she had been given feedback that there were no surplus funds.
- Parking study Parnell/Lockydocks
 - Cheryl mentioned we had met with Lockydocks and were actively working with them to get sites if possible.

8. New Local initiatives/sustainability

- Streetscape project – time! Hoping to get onto end of next week.
- Cheryl mentioned that she was stepping back from the Community Garden or Community Composting site until someone sets a precedent with council.

9. Other Business?

10. Health and Safety –

11. Financial & Staff/Housekeeping

Next meeting 28 Sept, Jasmox/Zoom TBC