



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 28 Sept 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 31 Aug
 - Moved by... Denise Cohen Seconded by... Lisa Stone
 - Issues arising from minutes, not covered in Report/Agenda

2. AGM Prep & committee

- AGM new date set for 27 Oct.
 - Postal invites would go out from the 1-4 Oct, and the EDM invite on 6 Oct.
 - Lisa gave feedback on the lack of legislation to accommodate a variation of rules, the fact that the government had indicated they planned to reinstate this, and the 'no action' communication from the Companies Office as well as legal advice from neighbouring BIDs. All agreed the preference was for Zoom regardless, as a result of unknown alert level changes.
 - All agreed it made good sense to ask for the Special Resolution to accommodate online meetings. Cheryl noted we would need to provide a phone link if anyone requested this, so that no-one was precluded.
 - Cheryl agreed to advise Council accordingly.
- Nominations
 - Joey advised the committee of her status. Cheryl gave an overview of various committee nomination scenarios and discussed the difference between elected members and appointments. Cheryl mentioned certain people she had spoken with as did Lisa.
 - Cheryl asked current members who wanted to put forward their nomination to stand again to please complete the forms.
 - All new nominations deadline midday 20 Oct.
- Added value and social recalibration – no one had any questions on this



3. Security

- P4G security –
 - Cheryl gave some feedback on the day guard (Tua) during lockdown. She said he was doing a great job, and some days they were fielding 8-10 calls to landowners whose premises were vulnerable, either as a result of automatic access doors or attempted entry.
- A meeting with MSD was proposed, and we are hoping for some update on emergency accommodation.
- Helen White and Poto Williams – crime response
 - Cheryl mentioned the meeting with Labour MP's Helen White and Camilla Belich was in order to set up a time to meet with the Police Commissioners, but she was not optimistic this would alter the status quo. There had also been a letter from Poto Williams following the open letter to the Prime Minister, which offered no hope of any change to police resourcing or strategy.
- Cheryl mentioned that the Masfen's cameras had been installed on Falcon Street, and had demonstrated usefulness in the first week for a suspected arson of a vehicle.

4. Marketing & Social Media

- Lockdown plans
 - Abbey gave an overview of our activations in this regard. Currently supporting Level 3 takeaway and online options, and will do so in Level 2 as well.
 - Distribution of a voucher booklet to Parnell residents, 38 businesses had participated.
 - Delaying Neat Places till Nov.
- Décor
 - Abbey said the entries were currently over 10,000 and the competition would close on the 30th.
 - The Verve insert had been moved to an Oct distribution date, and would only be inserted into residential and supermarket drops, not cafés.
- Artweek – had been moved to Nov. Our Cathedral activity as well as walking tour was intact, but some of the galleries could no longer participate due to conflicting events.
- Christmas – the bauble right of entry had been approved, and 3 x Fri evening events had been planned.
- Whales Tales & Faraday Festival
 - Cheryl gave feedback on the sponsors for all 4 PBA tails and said she had reworked the budget to exclude the 3D whale projection and soundscape but retain the augmented reality component. A mini tail had also been sponsored by PBA for Parnell District School
 - The costs for the Earth Hour candlelight event were still being negotiated.



- The walking map was primarily subsidised by AT sponsorship, but Lisa would try and sell 8 x ads.
- Faraday Festival, Cheryl had now included a light installation in the budget, which would support the theming
- Denise gave feedback on the progress of their negotiations with WWF. She said they would have 2 tails at the museum. After the walking trail concluded in April, the museum would be host to the exhibit of all 80 tails as well as the final charity auction. This would be extremely good for Parnell.

5. Marketview/Research -

Paul commented on the figures from K' Road.

6. B2B meetings and other -

- Cheryl have feedback on the webinars held in the past month.
- 7 Oct, Ethical Investing webinar, opened to public via Eventbrite.
- 2 Nov, Living Buildings webinar.
- 18 Nov, pencilled at Gerome.

7. Council/CCO's

- BID Policy review – Jason commented on our opposition to the proposal as well as several of the suggested terms, saying they completely undermined the way in which we currently worked. Cheryl said there had been letters to and from Council and an online meeting had been scheduled for Fri this week. The BID's had requested an extension to Q2/2022. Lisa asked if we knew what was driving this and Cheryl responded that initially it appeared to be an effort to strengthen the policy to deal with conflict resolution, but she did not see the reason for such a fundamental change as had been proposed.

8. New Local initiatives/sustainability

- Streetscape project – the document was progressing and another brainstorm planned.
- Parking Study. Cheryl presented her findings in relation to the ratio of parking to m2of GLA retail in Parnell vs. some competitors, noting that in comparison Parnell was very short of parking. A discussion followed as to the best way to deal with this for the future.

9. Other Business - Brendan gave an update on travel

10. Health and Safety – The PBA team would be reviewing the Crowded Places Strategy and Self-Assessment Tool

11. Financial & Staff/Housekeeping

Next meeting 26 Oct, Jasmex/Zoom TBC