



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 26 Oct 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, Paul van Dorsten
- Apologies – Nick Healy, Martyn Hamilton
- Parnell Business Association: Cheryl Adamson, Abbey Sadleir
 - Approval of circulated minutes from meeting 28 Sept
 - Moved by.... Jason Galea Seconded by... Brendan Drury
 - Issues arising from minutes, not covered in Report/Agenda

2. **AGM Prep & committee**

- Agenda and chair
 - Paul told the meeting that Brendan would be standing in for him as chair at the AGM as he was having an operation. Cheryl gave an overview of the nominations and said there had not been any additional nominations. She also gave an overview of the RSVP's to date.
- Approval budget
 - Paul led an open discussion around the budget and the response if there were specific questions.
- SGM Nov meeting
 - Cheryl noted that the government had not passed the legislation in time, but there were indications it would be done from the beginning of November. In which case she would make an application and should have an SGM on the 30th November to ratify the AGM decisions. Cheryl would advertise this in a members EDM.

3. **Security**

- Faradays- Cheryl mentioned that she had reached out to them re security as was concerned they may become a target
- Cheryl mentioned that the BIDs have been lobbying for additional Police resources over the holiday period, but this was not looking favourable, given the drain on resources for border duty.



4. Marketing & Social Media

- Lockdown plans
 - Abbey explained the new Christmas campaign, 'spend to win', saying this was an opportunity over a 6 week period to cover all the categories in Parnell as we hopefully eased out of lockdown. We are not anticipating many entries, as this is primarily awareness. The initial weeks would still focus on online purchases as well as suggesting the purchase of vouchers to support the hairdressers and beauty salons. Media being used was Verve (EDM over 4 weeks) as well as iHeart radio and Lumo billboards.
 - The bauble was being installed on the 22nd November.
- Whales Tales & Faraday Festival
 - Mike said that he had been granted the alcohol license and the permit needed to now marry both licences.
 - Abbey said all was going according to plan on Whales Tales

5. Marketview/Research

Cheryl discussed the Marketview report from September, demonstrating the retail carnage all over the city. The only areas holding their own were ones with supermarkets as key tenants.

6. B2B meetings and other -

- 7 Oct, Ethical Investing webinar. The content has been very interesting but the attendance not that great
- 2 Nov, Living Buildings webinar - we are getting good take-up from Eventbrite for this one
- 18 Nov, we have cancelled Gerome
- 2 Dec, we have cancelled Chloe Swarbrick

7. Council/CCO's

- Outdoor dining.
 - Council had agreed not to charge businesses for extending their outdoor areas, but Mike commented that he had not seen much in the media re the government moving with regard to extended alcohol licenses. So while this may be helpful for small cafes, it was not helpful for those businesses with licences.
 - Cheryl mentioned the NSW alfresco initiative as a good example of support.
- Cheryl talked about the request from Rolf Masfen to run a letter to the prime minister in the NZ Herald, asking her to open Auckland ASAP. Cheryl was in consultation with other BIDS on this matter.
- BID Policy review - there had been no further update on this and no revision of the document. They had also not responded on the LGOIMA request.



8. New Local initiatives/sustainability

- Streetscape project – Cheryl said she would get back to this after the AGM

9. Other Business

10. **Health and Safety** – nothing to add

11. Financial & Staff/Housekeeping

Next meeting 30th Nov, TBC venue and SGM