



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 22 Feb 2022, Zoom

AGENDA

1. **Welcome** – Paul van Dorsten.
 - Apologies: Martyn Hamilton, Mike Jennings.
 - Attendees: Brendan Drury, Denise Cohen, Hamish Boyd, Jason Galea, Joey Rudkin-Binks, Lisa Caughey, Lisa Stone, Nick Healy.
 - Parnell Business Association, Cheryl Adamson, Emily Woodward.
 - Approval of circulated minutes from meeting 25 Jan 2022- moved Jason Galea, seconded Lisa Stone, carried.
 - Issues arising from minutes, not covered in Report/Agenda—None raised
2. **BID Review**

Paul asked the meeting if they had all read the summary on Cheryl's report & submission? Denise asked if the other BIDs are working to the same time frame and goals. Cheryl responded that several BIDs were also doing the board resolutions and that she had spent time with some of the smaller BIDs who did not have the resources to evaluate the documentation. Hamish acknowledged the work Cheryl had done reading though legal/govt docs, and Denise acknowledged Cheryl's work liaising other BIDs and supporting them.

Cheryl also noted that the Waitemata Local board had passed a resolution on Monday to support the central BIDs' view.

RESOLUTIONS

1. That the Executive Committee/Board of the Parnell Business Association rejects the changes proposed by Auckland Council in their 2021 BID Review process together with the relevant documentation that it has presented, (primarily the BID Policy 2021 – Attachment A and Funding Agreement – Attachment B), as it is not fit for purpose and fundamentally changes the successful partnership model, as per the 2016 BID Agreement.

Resolution moved by Lisa Caughey, seconded by Jason Galea. Carried.

2. The Executive Committee/Board of the Parnell Business Association proposes that (Principle 18) set out on page 30 of the 2016 Policy Operating Standards is invoked, and the Parnell Business Association along with other individual partner BID operating business associations, and/ or representatives, seeks mediation with Auckland Council to resolve the BID Review situation amicably for all parties.

Resolution moved by Lisa Stone, seconded by Joey Rudkin-Binks, Carried.



3. The Executive Committee/Board of the Parnell Business Association seeks the ongoing full support of the Waitematā Local Board with regard to resolutions 1 and 2 above.

Resolution moved by Nick Healy, seconded by Hamish Boyd. Carried

3. Security

- Paul noted the increase in crime as per the monthly report. Cheryl noted that recently there was a lot of criminal activity in and around Faraday Street/Kenwyn/FutureHouse and that they were wanting a camera in that area. Cheryl said she had moved a few things we were not actioning around in the budget and we could afford to do this. Lisa and several members of the committee agreed we should place a camera in Faraday Street. Nick commented that K'Rd was experiencing the same and they had had several calls from the police to assist with footage. Hamish noted the amount of Police in Wellington and MIQ. Denise said she felt the social fabric of society was unravelling, there was more division in society, and this is causing disruption. We need to stem the tide with more cameras and good dialogue with security providers and keep learning from neighbouring suburbs.
- Cheryl also noted the current challenges with security staff in general, which may escalate in the next few weeks with Omicron.
- Joey asked if there was any residents Facebook Page that sent out crime info, as St Helliers/Mission Bay/Kohi had a very active one. A lot of discussion followed about the need for this to support the objectives of the business association, and Cheryl said she would take this on board and try and source someone who could help.
- Cheryl also mentioned that we need to get revised MOU's for 60 Parnell Rd and 11 Cheshire as building ownership has changed. We are meeting with respective parties.

4. Marketing & Social Media

- Whales Tales – Paul asked how Parnell was going in terms of visits. Cheryl responded by saying we were tracking at half to 2/3 of Viaduct traffic, were similar to Newmarket and the Museum.
 - Earth Hour 26th March, was going to be cancelled
 - Cheryl mentioned that her team was working on a scavenger hunt with a company called Clued Up. The game would take place over 9 days and would encourage employees, residents and visitors to visit our tails and win vouchers which could be spent at Parnell businesses at a later stage.
 - Guided walks had also been arranged on the 6th and 25th Mar which included an artists demo and sponsored refreshments. with artists demo,
- Art to Music at Holy Trinity – 4th and 11th April. This was an event that was supposed to go ahead during Artweek. All PBA are supporting is the venue and musicians costs.



- Cheryl said the next task for her team was to focus on what marketing to focus on when we get tourists back.
 - She had spoken with Auckland Unlimited and was investigating various media options
 - We should set up new Famils with Les Clefs D'or/concierges
 - Probably not promotions where our businesses are asked to do anything
 - Brendan said from his point of view this could be in 5 stages, Kiwis from AUD, Kiwis from anywhere, students –then international travellers. He thinks it will be a slow build as people build confidence, busier towards Oct/Nov/Dec., but people are itching to travel and they are getting lots of bookings. Denise said she felt most of the initial push would be for people to reconnect with family and friends. Brendan also mentioned many of the hotels will be doing refurbishments following MIQ.
 - Cheryl said one she had more details she would like a meeting with Brendan , Lisa and Denise.
- Light installation – the piece for July had been selected and we are now working towards the permit.
- Sept - at this stage it is envisaged that décor will proceed as usual.
- Christmas – awaiting new proposal and possible sale cost of existing bauble.

5. Marketview/Research -

- As per report for Dec
- -0.4% down for January – compared to last Jan which was very quiet!
- Hospo down -11.5%
- Same trend towards transactions being down a whole lot more – people are going out less frequently and spending more per trip
Nick said he had not had a chance to speak with Mike about latest funding support and if the current criteria would make them eligible or not, but he did say that it appeared the Paddington had been quite busy from time to time.

6. B2B meetings and sustainability

- 22nd Feb – Orbit webinar – Brendan said this had gone well and there was good attendance (approx. 82 people)
- 3rd March Webinar, Health of the Hauraki, Joey gave an update on this and Denise said they had shared via the museum.
- 7th April, Sustainable Business Network, which was probably going to be themed around evolution of word sustainability and behavioural change.
- Joey shared other ideas about upcoming webinars and Brendan said he would be keen to do one on eco travel – perhaps in May, and could potentially source an airline or outside supplier to chat.



7. Council/CCO's

- **Letter Grant Robertson re hospo support** – Cheryl reported on this joint letter signed by various BIDs.
- **Heard Park** – Cheryl reported back that she had been asked to a meeting to discuss Heard Park following the concept plan. At this stage it was looking like there was only funds for basic maintenance such as the pavers, lighting, tree pits etc. and they planned to remove the hedges. This was scheduled to be complete by June. Jason asked if they were going to present a new proposal and Cheryl said he understanding that there would be no further consultation. Paul asked if the internal toilet had been fixed yet and Cheryl said no, neither had Plunket taken occupation.
- **AT parking refresh** – Cheryl said that Brett Harries had been asked to quote.
- **Proposed Road Corridor Activities Bylaw** - Cheryl said she was sitting this one out, as there did not seem to be anything too contentious from other BID feedback, and she had also been too busy with the BID Review.
- **Annual Plan/Annual Budget**, - Cheryl said in their meeting with Desley, she had alerted them to one component of the upcoming budget we may wish to focus on – that being the proposed climate change targeted rate, based on capital values. Cheryl said she wanted to work with the property people on the board such as Nick and Jason, to assist with this submission and table other options for how this is levied. Deadline is end March.
- **Local elections/local board.** Cheryl gave an overview of how she things this may unfold, as nothing is confirmed as yet. An open discussion also took place about mayoral candidates.

8. Other Business

- **Streetscape project** –Cheryl said she was meeting the new owners of the Windsor. Hamish asked if the Nathans had responded and said he was happy to join the meeting. Cheryl said she was anxious to get this out to the architects, and discussion followed about when would be the best time as many of them are really busy.
- **Meeting Catholic Church** – Hamish said he would chase up Michael.
- **Meeting Buono** – Cheryl said she would be meeting the new delicatessen tenants of the La Cigale premises. They would probably only occupy the premises mid year. But were planning to start the markets again, after the Omicron wave.
- Cheryl discussed the idea of a possible member survey to see if there was a way of upskilling some members, but mentioned that the ones that really need the help, never fill in the surveys or funding opportunities anyway. The committee felt that the survey was not going to be helpful at this time.

9. Health and Safety – nothing to add

10. Financial & Staff/Housekeeping

- Joey made the comment that Cheryl is working a lot of late hours and asked if there was anything the board could assist with, and if there was anything we could outsource. Cheryl said the most time-consuming exercises were the council submissions and she needed help on that.

Next meeting 29 March, TBC where