



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 26 April 2022, Ray White Auction Room

AGENDA

1. Welcome – Paul van Dorsten.

- Apologies: Martyn Hamilton, Mike Jennings, Denise Cohen, Joey Rudkin-Binks, Nick Healy
- Attendees: Brendan Drury, Hamish Boyd, Jason Galea, Lisa Caughey, Lisa Stone.
- Waitematā Local Board – Graeme Gunthorpe.
- Parnell Business Association, Cheryl Adamson, Emily Woodward.
 - Approval of circulated minutes from meeting 29 Mar 2022- moved Jason Galea, seconded Lisa Stone, carried.
 - Issues arising from minutes, not covered in Report/Agenda—None raised.

2. Security

- Cheryl addressed the recent trends of general crime, ram raids and luxury stores – and said there was definitely a larger police presence in Auckland since MIQ had closed and the Auckland border had been suspended, but the worrying trend was how many perpetrators were teenagers.
- CCTV Faraday area - Cheryl explained that a few tweaks were necessary, as she was not totally happy.
- Residents St Georges Bay Rd/ MSD/. Cheryl was meeting with the owner Suresh Chatly on the 3rd May, and there was a public meeting scheduled with David Seymour on the 23rd May.

3. Marketing & Social Media – Cheryl reported as follows

- Whales Tales – Overall we were very happy with the activation and would be producing a report soon. Over 500 new people had been added to the database from the various competitions.
- 4 & 11 April Art to Music at Holy Trinity, was a good event, low cost and easy.
- Mother’s Day – big push own channels with High Tea for 4 as prizes and featuring some Parnell business owner mums.
- July installation – all going well and said she would circulate images of the installation, which was very beautiful. Cheryl said that they had applied for a bit of extra funding from Auckland Unlimited, which if received they would use towards an event. LisaC and Brendan both commented on the campaign info from Auckland Unlimited.
- Buono – June/July, date TBC. Paul asked if they were going to stick to one brand or not, Cheryl did not know but had advised accordingly.



- Christmas, we would use the bauble 1 more year. LisaC suggested something in front of the bauble such as small Christmas trees, just to give it a different flavour.

Tourism

- LisaC said we had received a call from the secretary of Les Clefs D'or, who was also the head concierge at Sky City, asking for maps for Parnell as well as a powerpoint for staff training. He had also suggested a network event in Parnell.

4. Marketview/Research -

- Marketview stats were not great again for Mar. However Brendan did mention that bookings were really picking up, and Lisa said she did well during the Easter week. All agreed that it seemed like several large companies were asking for staff to be back in May.

5. B2B meetings and sustainability

- 5th May, Eco Travel. Paul encouraged members of the board to attend as Brendan was one of the speakers.

6. Council/CCO's

- **Mayoral candidate webinars.** Cheryl mentioned that there had been a dismal response to the following sessions.
 - 5 May – Wayne Brown
 - 12 May – Leo Molloy
 - 19 May – Viv Beck
 - 27 May – Efeso Collins

Paul said he felt that the sessions were too early and the public was not yet engaged. He also said we need to do one combined event later in the year and Cheryl said this was planned. Cheryl also mentioned that Leo Molloy was discrediting the BID funding as a way of taking aim at Viv Beck, which was not great for BIDs in general. Efeso Collins had also made some uninformed comments in the press.

- **Heard Park** – work had begun on the park. The hedges had been removed and low rose bushes were going to replace hedges. In addition they would be fixing the paving and the lights underneath the concrete seats. Graham said it was important to get any quick wins that we could as budgets were going to get slashed again.
- **Parking strategy consult - Actions as per report**
 - Stantec study should be ready end of this week.
 - Member survey – so far 70 responses
 - The Strand/Parnell Rd, points for submission – any additional points to be sent to Cheryl.
 - Need to submit by the 5th
- **The National Policy Statement on Urban Development (NPS-UD) and Medium Density Residential Standards (MDRS)**
- Cheryl asked the boards opinion if we should submit or not - deadline 9 May. An open discussion took place and it was eventually agreed that we should submit something short on supporting intensification, preserving character.



- **Link Buses**, change of termination points – Graham shared some information on the fact that they would now terminate in Newmarket and not wait in Vic park, which should improve efficiencies.
- **Ewelme Cottage** – Graham also mentioned this did have some small venue space

7. **Other Business**

- Streetscape project –distribution would take place early May
- Meeting Catholic Church – Cheryl was awaiting confirmation for 17th May, but as yet had no feedback.

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

9. **Financial & Staff/Housekeeping** - 2022-2023 budget review with small changes had been sent to Paul and Jason.