



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 29 Mar 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.
- Waitematā Local Board – Graeme Gunthorpe. Paul welcomed Graeme who said he would be the Parnell representative for the next six months as he was not standing again.
- Parnell Business Association, Cheryl Adamson, Emily Woodward.
 - Approval of circulated minutes from meeting 22 Feb 2022- moved Jason Galea, seconded Josephine Rudkin-Binks, carried.
 - Issues arising from minutes, not covered in Report/Agenda—None raised.

2. Security

- Trying to streamline resources with reporting
- Faraday/Watt camera is installed
- Residents St Georges Bay Rd/ MSD/ Suresh Chatly/ David Seymour
Cheryl explained the issues the residents of Upper St Georges Bay Rd were having with the two accommodation providers offering transitional housing. The PBA office had received several calls from distressed neighbours. Cheryl had been chatting to MSD, as the same operator Suresh Chatly was also creating issues with his properties in Freemans Bay and Ponsonby. Lisa C asked if Suresh new to street – Cheryl said no and explained that he used to live in St Georges Bay Rd, but had since moved.
Brendan – said they had similar issues near where he lived and wondered how long it would take for backpackers to return.
David Seymour’s office was trying to plan a public meeting and we are waiting to confirm a date.
Paul noted that we need to be aware of the distinction between the residential properties and commercial properties who paid us rates, but we are totally empathetic as there are similar issues for businesses.
Cheryl—revisited the discussion about need for a Parnell residents FB group.

3. Marketing & Social Media

- Whales Tales, Cheryl gave an update on the following
 - Walks -had been well attended
 - Scavenger Hunt – had started and was going well
 - Vouchers – several cafes had expressed appreciation for the vouchers we had offered as prizes.



- 4 & 11 April Art to Music at Holy Trinity, tickets had been sold out
 - Easter – big push own channels
 - 23rd April Buono Gastro Market opens ex La Cigale premises
 - Cheryl expressed her concerns about starting the market before the premises were complete and noted she had sent the tenant a long email to this effect, also noting the time required for a proper marketing build up. Paul asked what we can do to help, as this was iconic for Parnell and consumers would have high expectations. Cheryl said she would wait to see his response to her email.
 - Mothers Day – big push own channels possibly with High Tea prizes.
 - Denise gave an update on highlights coming up at the Museum including
 - Olaf Petersen exhibit 7 April
 - T Rex 1st time in NZ, opens Good Friday (in time for school hols)
 - Ancient Greeks exhibition from British museum. Gerome to see if he can capitalise on exhibition.
- Denise also noted that the Anzac dawn service would not be taking place due to Covid number restrictions. She said that this was an Auckland Council event in conjunction with the RSA. Cheryl asked if there could please be clear communication on the Museum site as they were already getting questions. Graeme said he would also take this up with Council.
- July installation – all proceeding well
 - Christmas – Paul noted that at the budget meeting it had been decided that it would be best to hold onto the bauble for one more year, given all the supply chain issues and try and accumulate some funds for a bespoke décor item in 2023.
 - Tourism
 - Cheryl told the meeting that she had presented to Brendan and Lisa and on their recommendation had pushed most of the budget towards Oct Nov, with a small media spend in May, which Auckland Museum were contributing towards. Cheryl thanked Denise for this. Paul asked if we were still approaching the hotel concierges and LisaC said yes.

4. Marketview/Research -

- Markeview stats not great for Feb. Hospo down -12%. Denise said it was quiet at the Museum as well. Cheryl said we really need the red light settings to be removed so employees can get back to the office. Several large multinationals such as Xero are not allowed more staff on site under Red settings. This was very clear how it was affecting trade, in the huge drop in the number of transactions. LisaC asked when Jasmax were returning to the office. Paul and Hamish both agreed there was a fine balance between accommodating poor mental health outcomes in young people, a sense of disconnect from co-workers, and not losing key staff who enjoyed working from home.

5. B2B meetings and sustainability



- 3rd March Webinar, Health of the Hauraki
Joey reported that this was topical and interesting and well attended. Eventbrite and Museum promotion of the event also helped.
- 7th April, Sustainable Business Network and the NOW CROWD
- 5th May, Eco Travel
- Joey also said we were planning on the Manson's and Rubix for June and BCorp. For July.
- 5th , 12th, 19th May, Cheryl described the intent of the Battle for Auckland mayoral series with the rest of the City Fringe, and would include key candidates in individual sessions together with the press.
Paul asked if we would still have a physical meeting and Cheryl said yes, this would take place later on in the year.

6. Council/CCO's

- **BID review** – awaiting a decision. Feedback was that Councillor Angela Dalton was working with BID team and was well known to the Papakura BID and by all accounts was supportive of our view.
- **Annual Plan/Annual Budget**, together with Local Board feedback had been submitted.
- **Heard Park** – minimal maintenance in budget which was supposed to start soon
- **AT Parking Strategy refresh** – Cheryl reported that she had been chasing for a date since the beginning of the year and was told that it had been moved to April, then this morning it had broken in the press, which was very annoying to say the least.
- **Sentec/Brett Harries parking study**. Cheryl asked for approval on the proposal to spend \$8,400 plus GST. Ponsonby were willing to contribute \$1,000.
 - The funding will come from an allocation in budget under Public Project, set aside for Shuttle/Streetscapes/Parnell Plan. Total available \$75K

Moved by Jason Seconded by Lisa Stone Carried

LisaC mentioned that she thought some of the 'add ons' suggested by Sentec were quite good, and Cheryl said she thought it would be advantageous for Brett to meet with Jason and Hamish

7. Other Business

- Streetscape project – Cheryl said she was keen to get this distributed, and it was agreed that pre Easter was not a good time and we should aim for the beginning of may. She asked the sub-committee of LisaC, Brendan, Hamish and Jason to stay behind in order to discuss detail on the distribution.
- Meeting Catholic Church – feedback Paul/Hamish
Paul reported that a meeting had been held with a representative in order to gauge what they wanted to do with the land holding in Parnell Rd that was currently used as a carpark. It did not seem that they had a huge appetite for development and were concerned about impacting the residents of Scarborough Lane. Hamish said it was suggested that we meet with the Parish and share some suggestions with them.



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

9. **Financial & Staff/Housekeeping** -

Cheryl said she had met with Paul and Jason **for the** 2022-2023 budget and had some small changes to make.

Paul spoke about creating a project fund in order to accumulate cash reserves to replace future assets which diminish and need repair over time.

Next meeting 26 April, Ray White Auction room.