



# MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 26 July 2022, Auckland Museum

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## AGENDA

### 1. Welcome – Paul van Dorsten.

- Apologies: Brendan Drury, Lisa Caughey, Lisa Stone, Martyn Hamilton
- Attendees: Denise Cohen, Hamish Boyd, Jason Galea, Josephine Rudkin-Binks, Mike Jennings, Nick Healy
- Waitematā Local Board – Genevieve Sage.
- Parnell Business Association, Cheryl Adamson, Emily Woodward.
  - Approval of circulated minutes from meeting 28 June 2022- moved Mike Jennings, seconded, Hamish Boyd, carried.
  - Issues arising from minutes, not covered in Report/Agenda—None raised.

### 2. Marketing & Social Media

- Kōhatu and The Sphere, Cheryl commented that overall the sphere was well received, and digital stats were looking good. A full report would be prepared.
- Buono would be opening soon as their premises were completed and handed over for shopfitting, awaiting final opening date.
- Décor – the team have commenced selling in for Sept promo, not sure if the paid insert would be supported this year.
- Summer hospo campaign – creative under development, Uber vouchers had been created to test. Paul explained that the Uber/Taxi vouchers idea started, thinking that this may be a unique offer to certain hotels, that we could promote to certain concierges. Currently we were trialling the vouchers for hospitality via The Paddington. Mike mentioned that the voucher codes seemed very long and asked if there was another way of creating the vouchers such as a QR code.
- Christmas – Cheryl mentioned she is awaiting quotes on enhancing a tree with lights that get activated with music.
- Faraday Festival 2023,
  - Auckland Wide food will run in 2024 as Tataki Auckland Unlimited don't have budget for 2023, so she had approached Lemongrass Productions for a quote which had come in at \$92K. Cheryl mentioned that she would be seeking some other quotes before presenting to key stakeholders in Faraday area. Cheryl also needed to chat to some of the restaurants and eateries in the area to gauge their feelings about the previous format. Denise and Hamish both mentioned companies Cheryl could approach.
- Tourism – Lisa is working on maps



### 3. Council/CCO's/

- **BID Review** – Cheryl said all the work had finally been worth it, as we had achieved a good result and she was grateful for the assistance of Desley Simpson. There was one small issue to resolve and that was the timing of the new constitution.
- **Parking Strategy** – It had been announced in the media that the decision by council had been deferred to early 2023.
- **Graeme/Genevieve**, had nothing further to add. Cheryl and Genevieve would meet soon for an in depth briefing.

### 4. Marketview/Research -

Marketview figures for June were the largest drop we have had to date. Cheryl shared the info she had found on the home décor category, which had dropped significantly in several other areas as well. Denise asked if this was as a result of people travelling again? Mike mentioned that his recent figures compared favourably to 2019. Cheryl said she would soon be doing the WindCave survey.

### 5. Security

- Paul referred to the annual stats increase in crime as per Cheryl's report. Mike asked if there were any other cafes in Parnell (other than Rosie), that served free coffee to the Police, as this may be an idea worth pursuing in order to get them to spend more time in the area.
- Cheryl gave an update on Tenancy Services in regard to the backpackers and Hamish suggested we seek the help of the Local Board to advocate for us.
- Blume Tagging – Cheryl gave an update on the footage that Rachel had found and the fact that the Police now have a special task force set up for these highly prolific taggers.

### 6. B2B meetings and sustainability

- 4 Aug, Sustainability webinar, Green Property, Mansons and Samson Corp
- 25 Aug- mayoral debate at Jubilee Hall
- 8 Sept – in person at Crown Range

### 7. AGM Date – 28 September, The Parnell

- Constitution – last hurdle in BID Review process. Council want us to have new one by June 2023, so we will need an SGM early next year. The BIDS are pushing back on this as the new Incorporates Societies Act will not yet be in force and they are allowing a further two years to comply.
- Rate in the dollar
  - Cheryl gave an overview of the rate in the dollar for the 2022-2023 year, which had come in at slightly less than predicted due to increased capital values.
  - An open-ended discussion took place as to the suggested percentage increase we should ask for the 2023-2024 year and the various reasons/projects we would want to put forward including increased security, additional resources etc. It was agreed that Cheryl would prepare a few scenarios and table them with Jason and Paul. In the August meeting we would need to vote on what we were going to take to the AGM.



- New accountancy firm
  - Cheryl noted that she has proposals from Green Lion & Bellingham Wallace and was awaiting one from Balanced.
  - The decision would need to be finalised in the August meeting. Jason asked how the costs compared and Cheryl said they were very similar.
- Committee members – all happy to stand again except Martyn and Nick. A discussion took place about potential new members.
- Cheryl noted that Council now required all the AGM information, including the report, four weeks before the AGM, so the August committee meeting was very important for signing off the financials, budget, etc.

#### **8. Other Business**

- Streetscape project – 4<sup>th</sup> August, judging would take place
- Cultural competency proposal - Paul said he felt it would be good to offer our members (and PBA staff) a workshop on Te Tiriti O Waitangi and see what the uptake would be. He personally had experienced the workshop via the suppliers from whom Cheryl had sourced a proposal and the costs were very economical. Denise mentioned that the Museum had also used a company and she would pass on the details for Cheryl to investigate as her experience with them had been very positive.

#### **9. Health and Safety** – nothing to add

#### **10. Financial & Staff/Housekeeping** - Cheryl noted that she had employed a personal assistant who would be starting the following week.

Next meeting 30 Aug, Jasmox

The meeting ended at 5.15