



MINUTES: Parnell Business Association Monthly Committee Meeting

4pm, 25 October 2022, Ray White Parnell

1. Welcome - Paul van Dorsten

- Apologies: Hamish Boyd, Lisa Stone, & Mike Jennings
- Attendees: Cynthia Forbes, Brendan Drury, Brad Jacobs, Denise Cohen, Jason Galea, Josephine Rudkin-Binks, Lisa Caughey, Steve Cockle & Tim Yates via video link.
- Waitemata Local Board: NA as the election for representatives is yet to take place.
- Parnell Business Association: Cheryl Adamson, Alayna Morgan.
- Approval of circulated minutes from meeting 30 August 2022.

Moved by: Jason Galea Seconded: Lisa Caughey All in favour: Carried

Paul welcomed all new and returning board members to the Association.

Conflict of Interest

Cheryl briefly tabled for the new board members the conflict of interest with Hamish Boyd and the Jasmex submission for the Streetscape project, explaining that Hamish had recused himself from the subcommittee and all judging as it unfolded.

2. Post AGM

Brendan provided great positive feedback on the AGM - well presented, well received and very professional. Well done to Cheryl & team.

- Constitution and legal follow up.
There will be one more BID review letter to be sent to AC covering all the legal issues to date.
- Board Charter - next piece of work
New additions will be completed by a consultant (grouped with Newmarket & Ponsonby)
- Emergency Doc - updating
Cheryl explained the detail of this document, how it should be stored and will circulate once completed
- Committee Inductions
Brad and Tim, 27th Oct & Steve and Cynthia, 2nd Nov
- Strategic Session
Cheryl will organise a facilitated strategic session with the board, either at the end of Nov or early Feb to realign the Parnell Strategic Framework and priorities to move forward with.



3. Marketing & Social Media

- **Buono & Markets**
Buono and the markets are up and running and have been well received.
PBA contributed support via 3 separate photographer sessions for content for Buono as well as via the PBA social and online platforms.
Jason mentioned a great article in the Saturday Herald covering this business quoting Cheryl.
- **Hospo Nov**
Cheryl explained the promotion set for release on 1st November - Plating the Obvious in Parnell. Fifteen businesses are participating in the event with either static pics or videos paid by the PBA. Cheryl mentioned that the response from the hospitality businesses had been really hard to garner despite the fact that everything was free.
- **Christmas and event 9th Dec**
The Christmas bauble will be back in action this year in Heard Park.
A mini event will also take place in Heard Park on 9th Dec encouraging families and locals to join in the festivities.
- **Jazz 25th Nov**
A low-key jazz event will take place around Faraday Street on a Friday afternoon to provide some additional atmosphere to this area. This will be done as an experiment and feedback solicited after the event, as the Faraday Festival, as it was previously envisaged, would not be proceeding.
- **Food Truck events for 2023**
This will now potentially take place in the Buono parking area. As this is private property the event will now be able to take place 3 times in 2023 as the running cost are less prohibitive. Permission would need to be sourced from Masfen as well as Buono.
- **Tourism maps and artists guides**
Lisa provided a recap of the Famil with the Concierge society at Faraday's as well as the Meet the Region event at which PBA had a stall.
Lisa has already seen the flow on effect of these two interactions with a number of customers in her store sent by hotel Concierges.
The Parnell Map and Artist Guide have been circulated to all the hotels in the CBD and to the Hop On/ Hop off bus.

4. Council/CCO's

- **WLB - Parnell representative TBC**
Next Wednesday all new WLB are being sworn in and a chairman elected.
We will then be advised as to whom the representative/s are for Parnell.
- **Parnell presentation workshop ASAP.**
Cheryl has requested that PBA be able to present before Christmas to the new WLB members, to revisit the goals of the PBA.



5. MarketView/Research

- Shows the trends in reverse - there no essential services in Parnell to keep things steady. Obviously the figures for the past two months are high, as this time last year we were in lockdown.

6. Security

- Platform 4 - Cheryl discussed various challenges with the current provider and there was discussion about potential options.
- St Georges Bay Rd boarding houses. Cheryl noted the letter that had been written to Jenny Salesa MP and said she was trying to set up a time with Camilla Belich and the neighbours in the street.
- Smashed glass - Cheryl told the board about the weekend incidents. Sunday night glass window panes had been smashed at Trenzseater, Vaniye and International Art, and on Monday night it had been Dawson & Co, Matisse and Saatchi building. All relevant footage had been given to the Police.

7. B2B meetings and Sustainability

- 3rd Nov Conscious gifting webinar takes place. This will be the last one for the year.
- 2023 ideas underway and will restart in March 2023
- Climate Change Grant - cycling and walking in Parnell
Josephine discussed the Climate Change Grant which would allow a feasibility study to be undertaken to reinstate interest in cycle way from Newmarket through to Stanley Street.
- Cultural Competency Session
Paul recapped the discussion and thinking behind these sessions.
Cheryl has found a provider who will be available tentatively on these date 7,14,21 March 2023 to conduct sessions for members. We have no idea what the member uptake will be.

8. Other Business

- Streetscape project
Heard Park (Jasmax):
Cheryl discussed the presentation from Jasmax and answered questions from the board.
Next steps: Jasmax to provide a fee proposal to take the concept further, which will need further discussion with the board.
Street pods (Wingate):
Cheryl discussed the current concept and answered questions from the board.
Next steps: Cheryl to do some further research to provide feedback and design guidance to Wingate.
Brad has experience in this area and will be able to offer comment.



Fraser Park (Harrison Grierson):

Next steps: This is a very large, long-term proposal which would need to be presented to council. The board agreed that Heard Park should be the priority for now.

- Fraser Park Urban Farm

Cheryl has met with the managers of the Symonds Street Urban Farm again to discuss their interest in an urban farm space in Frazer Park.

- Summerset Community Liaison Group

The construction of the easement is set to start before Christmas and Cheryl explained her intention to set up a website page for the Community Liaison Group. Brad also gave his comments on the first meeting of the CLG.

9. **Health and Safety** - nothing to add

10. **Financial & Staff/Housekeeping** - nothing to add

11. **Next meeting**

- 29 November at Jasmex

The meeting ended at 5.12pm