



Malcolm McDonald



**Malcolm McDonald** has lived and worked in Browns Bay since 2002, running the award-winning Penguino Ice Cream parlour in Clyde Road.

The affable South African-born gelato genius has been a member of his local Browns Bay Business Association (BBBA) for over a decade and chaired it for the past two years.

We spoke to Malcolm about his views of the BID programme, the challenges of 2020 and vision for the coastal town centre.

## Communication is key

**The Browns Bay BID programme was established in 2008 and expanded its boundary eight years later. It now has an estimated 285 businesses with a mix of commercial, industrial, hospitality and shopping opportunities.**

We asked Malcolm how the focus of the Browns Bay BID programme had changed since he took over as chairman.

"We are now focusing more on keeping in touch with all the members and communicating what the board is doing.

"The board members (*pictured on next page*) have taken upon themselves to communicate in a more positive way with customers and other BID members," he said.

For the past year, former board member Kim Murdoch has been contracted to run the BID programme "with Browns Bay's interests at heart," said Malcolm.

**The keys to operating a successful BID programme are good communication between board members, a positive locally-based manager and a good working relationship with the (Hibiscus and Bays) local board.**

In his Chairman's Report to the BBBA's 2020 AGM, Malcolm acknowledged the year's pandemic-plagued rollercoaster.

Covid-19 has been extremely challenging for all concerned, those in employment and business owners. We find ourselves all struggling to keep our village a viable place to shop and eat. A number of new businesses are moving in to town as others are unfortunately closing. Hopefully over the Summer we will be able to go ahead with the planned events for Browns Bay, such as Boys Toys, the lighting of the Xmas tree lights, and the Xmas Parade.

We can report that Santa did indeed visit Browns Bay and the summertime events programme is proceeding as planned in the central east coast bays town centre.



L-R: BBBA BID manager Kim Murdoch; prize-winner Jane Mason; BBBA Chair Malcolm McDonald; and BBBA board member Lara Kamionka.



Evoking the year's catch-cry, Malcolm says, "if Browns Bay is to survive, we need all the support from people to 'buy local' and keep the spirit of our town alive."



RIGHT: The Katsubi café and restaurant opened in Browns Bay in December.

TE MAHERE A-ROHE O HIBISCUS AND BAYS 2020

## Hibiscus and Bays Local Board Plan 2020

The Hibiscus and Bays Local Board Plan 2020 states that a strong local economy is a key priority for the local board, including thriving town centres which attract visitors and business investment.

Malcolm McDonald acknowledges the board's goodwill, events funding and advocacy support from local board BID representative Alexis Poplebaum.

"We feel we have a good relationship now and going forward with three local board members (Alexis, Julia Parfitt and Victoria Short) attending our recent AGM."

Finally, we asked Malcolm to nominate three things that he's like to see happen in Browns Bay:

"Turn the beach front lane into a one-way with angled parking or turn it into residents and foot traffic only. Also, a ferry terminal with a multi-storey car park."

### Browns Bay Business Association Board Members

Joe McCambridge MC2 Architects MEMBER	Lara Kamionka The Meat Room MEMBER	Mike Jansen Entire Lighting Tech. MEMBER	Lynette Hill My Remedy MEMBER	Gerhard Augenstein Augenstein's Jewellers MEMBER	Andrew Ranum Deep Creek MEMBER	Philippa Munro Robinson & Running MEMBER	Sandra Edwards ASB MEMBER



Alexis Poplebaum, pictured, represents the Hibiscus and Bays Local Board in its relationship with the Browns Bay Business Association.