

Parnell Mainstreet

Parnell Mainstreet Inc. 2008 Annual General Meeting

Wednesday, 10 September 2008, 6.00pm
Westpac Parnell, 46 Parnell Road

MINUTES

Attendance

Name	Business
Sherryn Mehta	Mink Café
Cyril Dominikovich	Parnell Real Estate
Rory MacDonald	MacDonald Pilcher Partnership
Sheila Lal	Westpac
Anthony Makaea	NZ Post/Kiwibank
Brent Alley	Parnell Village Workshop
Julie Coulson	Ski Travel
Chris Atkinson	Parnell Village Workshop
Sarah Hutchings	Orsini Fine Jewellery
Desley Simpson	Hobson Community Board (Chair)
Athol McQuilkan	Kilberry Associates
Shona Loxton	Galtons of Parnell
Roger Honeybun	Bella Cassita Ltd
Sue Wyness	Macky Robertson
Cynthia Crosse	The Darling
Debbie Harkness	Parnell Mainstreet

Welcome

In the absence of Simon Glasgow, Parnell Mainstreet's chair, Deputy Chair Cyril Dominikovich opened the meeting and welcomed those attending. Cyril thanked our hosts, Westpac Bank Parnell, and Sheila Lal, Westpac Relationship Banking Manager who made the use of the venue possible.

Apologies

Simon Glasgow, Annie Inwood, Clr Ken Baguley, Hinu te Hau, Georgina Ralston, Beth O'Loughlin

Confirmation of Minutes

No additional items were proposed for General Business at the end of the meeting. Desley Simpson, Chair of the Hobson Community Board, requested that she be allowed to speak on the significance of Parnell Mainstreet's results in the recent Mainstreet's survey.



Approval of Minutes of Last Annual General Meeting

There being no matters arising from that meeting, it was:

Resolved that the minutes of the Annual General Meeting of Parnell Mainstreet Incorporated held on Tuesday 9 October 2007 be taken as a true and correct record of that meeting.

Moved Cyril Dominikovich, seconded Athol McQuilkan
Carried unanimously

Parnell Mainstreet Management Committee Reports

Chairman's Report

Cyril read a report prepared by absent Chair, Simon Glasgow. The report is as follows:

Welcome and thank you for attending the 2008 Parnell Mainstreet Inc. AGM. 2008 has been a year of large development in Parnell and development planning for the future with new apartments and commercial development and rail development and of course our proactive support for a station close to Parnell Mainstreet heart for both residents and domestic and international tourists. Debbie our manager has been in the front line creating a Mainstreet we are all proud of and which is graffiti free.

I would like to thank the committee members for 2008, **Cyril Dominikovich** for his experience and sense of urgency for growth and benefit to Parnell businesses;

Shona Loxton's support, wealth of knowledge and fantastic vision;

Sheila Lal for all the effort in keeping the books in check as treasurer and her strength in life;

Athol McQuilkan and his drive to clean-up the streets, change the motorways and great sense of humour;

Sherryn Mehta for the wonderful food and calm and collected view on some of the decisions needed to be made this year;

Prentice Robb for the style and passion he has added to the Parnell committee and openness to support an anyway possible and

Louise Ross for her proactive and impartial view and involvement.

I would like to ad special mention to our council representative **Hinu te Hau** for making the effort to support us this year.

We have been very lucky to have such a supportive, proactive committee this year and I am very excited about the coming years in Parnell.

Debbie Harkness is the driving force of Parnell Mainstreet, your work ethics and values in life have made you one of the best Mainstreet managers in the Auckland region. Thank you for all your work and passion for Parnell for which will be forever a part of Parnell history books.

I am very sorry I am unable to attend this AGM and I thank Cyril my deputy for taking the lead. Simon Glasgow Chairman 2008, Parnell Mainstreet Inc.

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Resolved that the Chair's report be accepted as read

Moved Cyril Dominikovich, seconded Shona Loxton

Carried unanimously



Manager's Report

Parnell Mainstreet manager Debbie Harkness gave the following report:

Membership

- Approximately 450 businesses: Mix is again 44% retail / 56% business services
- This financial year pay 1.54% Mainstreet rate
 - Income held to last year's level (but 1.42% in 2007/8) to give \$268k

Parnell Mainstreet offers members a number of services including the following **Member benefits**:

- a free listing on the **parnell.net.nz website**
- **weekly Parnell Mainstreet email newsletter** including news of issues affecting local businesses, what's on in Parnell and a comprehensive list of business seminars on in Auckland.
- free monthly **B2B Buzz networking** get together at a local Parnell business, bar or restaurant
- Wednesday night **Security Patrol** to provide extra protection for member businesses
- **Graffiti Guard** graffiti removal service – free to member businesses
- **Seminars** organised for Parnell Mainstreet members (some free)
- **Speed Dating for Businesses** networking meetings
- **Shoplifter Text Alert** service for retailer members

Parnell Mainstreet welcomes **associate membership** from local Parnell businesses outside the Mainstreet area at a fee of \$50 per year. Small but growing number of associate members

Marketing

- Parnell Mainstreet manages an **advertising programme** to promote Parnell to Aucklanders and visitors. Last year's advertising concentrated on tourist/visitor market with local advertising to support Market Day
- Advertising in:
 - Auckland A to Z (in airports and overseas passenger terminal for Cruise ships)
 - Auckland Shopper Guide
 - Digital display in Auckland iSites (airport, Princes Wharf and Sky Tower)
 - NZ Trade Manual – wholesale travel market
 - Qantas inflight magazine
 - Welcome NZ and Auckland Visitor Guide (top hotels)
 - Link Bus brochure (with Auckland Tourism)
- Local advertising and editorial input to **The Darling** continues – now to extended Parnell target audience
- Parnell Map in all Parnell stores and local hotels
- Parnell Mainstreet will also participate in advertising opportunities which allow and encourage local businesses to join in at a lower advertising rate eg forthcoming Eye Magazine feature on Parnell.
- Parnell **website** being redesigned. Gets around 7,000 unique visitors per month – an increase of 14% on last year.

Promotions & Events

- Two annual market days: Saturday before Mother's Day and Rose Festival weekend (second weekend in November)
- Rose Festival biggest Parnell event in conjunction with Council-run events at Gladstone Park (attended by between 15,000 and 20,000 people over the course of the weekend)
- Christmas tart give-aways for shoppers
- Auckland Heritage Festival, we're giving updated certificates to Parnell Road/Rise street-front businesses that have been in the area for 5 years and more to highlight this unique aspect of Parnell to shoppers and visitors.
- Fashion Show last night
- Two new events coming up – to be part of a regular calendar:
 - Parnell Hill Sprint Cycle Challenge on November 8 – Rose Festival Saturday
 - Play It Strange in Parnell – musical event Saturday 20 December



Community & Council liaison

- In frequent contact with various **Auckland City Councillors and its officers** in an ongoing effort to ensure Parnell Road and its environs are well maintained.
- Issues including pavement maintenance, rubbish collection, street planting and car parking are constantly monitored.
- Maverick contractors an ongoing issue
- Recycling rubbish collection will be an ongoing issue – Council's requirements are impossible for many businesses to adhere to.
- Full-time street cleaning orderly came into effect last year and makes a real difference to the state of the main shopping area
- Heard Park redevelopment a major plus for the area – completed and opened at last year's Rose Festival
- Excellent working relationships with **local organisations** Parnell Trust (of which I am a trustee) and the Parnell Community Committee.

Mainstreet Survey

A number of Parnell Mainstreet members responded to a recent survey from Auckland City Council assessing satisfaction with Mainstreets.

81 Parnell Mainstreet members, or 18% of the 440 member businesses, responded to the survey.

Specific results for Parnell included the following major findings:

- Parnell Mainstreet was rated significantly more positively than the average from all 17 Mainstreet areas across every measure of performance. (Other Mainstreets that were also rated consistently highly included Newmarket, Ellerslie, Remuera and St Heliers.)
- The biggest difference between Parnell and the average from all areas was in terms of **communication with members** (Parnell scored **85.7** compared with 66.3 from all areas). Nearly two-thirds of members rated the communication from Parnell Mainstreet as excellent (62%) .
93% Excellent, very good or good
- Critically however, the second biggest difference between Parnell and the all areas' average was in **helping local businesses support each other** (Parnell scored **72.6** compared with 55.7 from all areas). This is a very positive result since this factor was the one that had the greatest impact on overall member satisfaction with their Mainstreet. 84% Excellent, very good or good
- A large difference between Parnell and the all areas' average in terms of **responding quickly to questions and issues** (Parnell scored **78.8** compared with 64.2 from all areas).
72% Excellent, very good or good
- In other key areas measured, Parnell Mainstreet scored against all Mainstreet areas as follows:
Events 75 vs average 64; 89% Excellent, very good or good
- **Improving the way the area looks** **71.3** vs average 60; 80% Excellent, very good or good
- **Lobbying and working with Council** 67.7 vs 58.4. 65% Excellent, very good or good
- **Other things to promote** 65.7 vs 54.7; 72% Excellent, very good or good
- **Security** 65.2 vs 58. 77% Excellent, very good or good

[Hobson Community Board Chair, Desley Simpson, was invited to speak further on the survey at this point (having attended a seminar that day expanding on the survey). Desley said the survey results were very significant for Parnell Mainstreet as not only was the association one of the best performing in Auckland, but it had topped results for communications with members and responsiveness to queries. Desley praised Debbie Harkness as manager and noted that the association was fortunate to have someone with the "full package" of skills required for the diverse Mainstreet manager role.]

Issues

Alcohol Ban – or lack thereof

- Rodney Hide was a major help last year, arranging meeting with senior police staff and highlighting ongoing issues of street drinking in Parnell
- Unfortunately street drinking remains an ongoing issue
- Police presence remains low and little effort to enforce alcohol ban, at least in Parnell



- Security on Wednesday night continues from 11pm – 3am at cost of \$10k a year. Mainstreets collectively pay far too much to subsidise what should be police activity in Auckland
- Current nightlife manageable, but likely due to bad weather – expect uptick in summer

Parnell Train station

- Big potential for Parnell and a link to the Domain
- ARTA's push for the station is to serve University students
- ARTA yet to make recommendation on favoured site for station – although they will be pushing for lower Parnell Rise position
- Parnell Mainstreet supported by ARC, Clr Bagueley for ONTRACK site below Mainline Steam
- Our position has gradient issues – but a great alternative walkway could be made to deliver students around the back of ASB Tennis Centre to lower Grafton Road for best /safest access to centre of University and AUT
- ARTA's position has safety issues and engineering issues – building station over railway bridges at lower Parnell Rise

The economy

- Declining economy will be hard for many businesses, especially retail
- Rental increases risk accelerating business flight from Parnell eg Bromhead Design after 18 years
- Parnell Mainstreet doing what it can to encourage businesses to network locally to strengthen local inter-business opportunities
- Speed Dating for Businesses an ongoing success; monthly networking in decline
- To offer further seminars – although hard in past to get people to come along to

Car parking

- An ongoing issue
- Ongoing issue to get members to understand that
 - more parking spaces cannot be created
 - Council Parking officers are here to stay
 - you will get fined badly at private car parks
 - free parking
 - parking will never rarely be free (and if it was it would be taken over by commuters all day and do business no good at all)
 - council and ARC policies aim to encourage use of public not private transport
- Work with Council to highlight unique Pay & Display parking deal in Parnell
- Work with Council to optimise usage of available street parking

Goals for 2008/9

Budget

- Income \$268k plus money brought forward \$162k
- **Marketing:** \$84k includes advertising budget of \$74k (\$54 to Auckland advertising)
- **Promotions:** \$69k
- **Services:** \$23k – security, graffiti, website, wireless
- **Cap Ex:** \$130k – website redesign, new street banners, \$40k for further decorative lighting
- **Admin:** \$123k

Goals

- Time for a new Strategic Review – to be discussed with new committee
- Support Parnell businesses during economic downturn
 - encourage and facilitate networking
 - provide and encourage attendance to useful seminars
 - encourage businesses to support local business community
- Complete web redesign



- Drive through streetscape improvements
 - chairs around street planters on shop-side
 - new pedestrian crossings at Heard Park and lower Birdwood Cres
- Innovative cycle parking to bring in cyclists – enliven street scene
- New events to change perceptions of Parnell
 - cycle event plus Play It Strange in Parnell

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Resolved that the Manager's report be accepted as tabled
Moved Cyril Dominikovich, seconded Athol McQuilkan
 Carried unanimously

Financial Report

Financial statements for the year ended 30 June 2007 have been audited by Campbell Forbes, Chartered Accountants who have provided an unqualified audit report.

Resolved that the financial statements as tabled be accepted.
Moved by Cyril Dominikovich, seconded by Roger Honeybun
 Carried unanimously

Election of Auditor

Consistent with the policy to engage auditors outside the PMI precinct, it was

Resolved that Campbell Forbes be elected as auditor for the current year.

Moved Cyril Dominikovich, seconded by Shona Loxton

Carried unanimously

Election of Parnell Mainstreet Committee

Returning committee members are:

Cyril Dominikovich, Parnell Real Estate
 Simon Glasgow, Movenpick
 Shona Loxton, Galtons of Parnell
 Sherryn Mehta, Mink Café
 Athol McQuilkan, Kilberry Associates

New committee members are:

Sarah Hutchings, Orsini – Fine Jewellery
 Rory Macdonald, Macdonald Pilcher
 Sue Wyness, Macky Robertson

As nominations were within the number specified in the constitution, those nominated were declared elected and welcomed by the chairman.

Special Resolution

Special Resolution, that Rule 20.1.7 in the Rules of Parnell Mainstreet Incorporated, relating to Casual Vacancies on the Parnell Mainstreet committee, be amended such that:



Rule 20.1.7 would state that, "a casual vacancy in the office of a member of the Parnell Mainstreet Management Committee occurs if the member:

fails to attend 3 meetings in succession without apologies being tendered and accepted by resolution of the Mainstreet Management Committee, or without having been granted leave of absence by resolution of the Mainstreet Management Committee."

Was put to the meeting.

Resolved that the Special Resolution be accepted – unanimously accepted by all attending members: Sherryn Mehta, Cyril Dominikovich, Rory MacDonald, Sheila Lal, Anthony Makaea, Brent Alley, Julie Coulson, Chris Atkinson, Sarah Hutchings, Athol McQuilkan, Shona Loxton, Roger Honeybun and Sue Wyness.

General Business

There being no other matters for discussion, formal business proceedings of the Parnell Mainstreet AGM concluded at 6.45pm.

Taken as a true and correct record of the proceedings of the management meeting.

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Name of Chair

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Date signed

