



2009 Annual General Meeting

Tuesday 8 September 2009, 6.00pm

Jubilee Building, 545 Parnell Road

Minutes

Attendance

Name	Business
Chris Lynch	Lynch Phibbs
Tatiana Gakhovich	Lynch Phibbs
Beth O'Loughlin	-
Chris Swasbrook	Elevation Capital
Fleur Denning	Kellands
Georgina Ralston	Bath St Gallery
Kenneth Irons	Virtuoso Group
Nick Travaglia	Self Assured Insurances
Annie Inwood	Auckland City Council
Desley Simpson	Hobson Community Board
Hinu te Hau	Hobson Community Board
Carrick Graham	CGL Group
Debbie Harkness	Parnell Inc
Shona Loxton	Galtons of Parnell
Sarah Hutchings	Orsini
Sherryn Mehta	Mink
Simon Glasgow	Movenpick
Leanne Summers	NSP
Rachel Tate	NSP
Phil Lynch	Linson Clothing Ltd
Kenneth Leong	Euroasia
Cyril Dominikovich	Parnell Real Estate

Welcome

Parnell Inc.'s chair, Rory MacDonald, opened the meeting and welcomed those attending.

Apologies

Athol McQuilkan, Miles Nathan, Phillippa Pitcher

Confirmation of the Agenda

Parnell Inc.'s Manager, Debbie Harkness, added an item for **General Business**.

- For the benefit of members who were unable to attend Parnell Inc.'s rebranding launch in July, a re-presentation of Parnell's new brand launch

Approval of the Minutes of the 2008 AGM

There being no matters arising from that meeting it was:

Resolved that the minutes of Parnell Mainstreet Inc's AGM held on 10 September, 2008 be taken as a true and correct record of that meeting.

Moved Cyril Dominikovich, seconded Desley Simpson. Carried unanimously.

Parnell Inc Committee Reports

Chairman's Report

I walked up Parnell road on 1 September being the first day of spring. It was a pleasant sunny day and there appeared to be plenty of people strolling about, shopping as well as sitting and enjoying lunch in Heard Park. For me, it felt that Parnell has shaken off the bleak winter months and is starting to emerge from a long drawn out recession. My sense is that a recovery is underway and certainly people I have spoken to lately share that sense.

It has been an interesting year as chair of Parnell Inc. It has also been my first year on the committee and somewhat of a steep learning curve. What has made my life easier has been the capable management of Parnell Inc by Debbie Harkness and a proactive and positive committee.

The major activity for what used to be known as Parnell Mainstreet Inc has been the development of a strategic plan for our business association and that has involved many meetings to discuss the plan, consider input from members and refine the plan to the point where it was able to be adopted in February this year. Following on from that event was a landlord forum which took place in April this year. The forum was well attended and assisted the committee in understanding better the views of property holders in this area.

We then turned our attention to a re branding exercise for Parnell Mainstreet Inc and the result was the decision to accept both a change of name to Parnell Inc and the adoption of a new logo and the phrase "the creative quarter". Overall, we have had a very positive acceptance to the new logo incorporating the words "the creative quarter".

The most recent development for Parnell Inc has been the decision to become a Business Improvement District. Already Newmarket and Remuera have become Business Improvement Districts and the main advantages include a greater autonomy from Auckland City Council and improving the focus and gravitas of Parnell Inc as a business association.

There are two committee members who are retiring from active service. Shona Loxton from Galtons of Parnell has put in some 7 years on the committee including a stint as Chair of the committee. Cyril Dominkovich of Parnell Real Estate has spent 5 years on the

committee. Both committee members have made solid contributions to the association. I would like to thank them for their unstinting efforts. Also Sue Wyness for her year on the committee. And thanks to Hinu te Hau, our Hobson Community Board representative who has given a great deal of time to the association over the year.

I would also like to thank Debbie Harkness for her hard work and enthusiasm throughout the past year. She is like a juggler. She always has at least half a dozen balls in the air dealing with all the various issues that are effectively ongoing.

I have enjoyed being on the committee this past year. I look forward to participating on the committee in the forth coming year.

Resolved that the Chairman's Report be accepted.

Moved Rory MacDonald, seconded Carrick Graham. Carried unanimously

Manager's Report

Parnell Inc's manager, Debbie Harkness, spoke from the following Powerpoint presentation.

Manager's Report 2008/9

Brief description of Parnell Inc

Parnell Inc.'s Strategic Plan

(showed Map of Parnell Inc.'s boundary area)

Parnell Inc.

Parnell Road to Parnell Rise + adjoining side-streets

= approx 450 businesses + 2,000 people

45% retail (street-level) / 55% business services

Parnell Inc. rate 1.54% in 2008/9 → \$280,000 funds

Maintaining same income level in 2009/10 = 1.4% rate

Strategic Plan December 2008

Created with consultants BusinessLAB Ltd

30 one-on-one interviews (members + community)

2 workshops with members - 30 attended.

Completed in December, 2008.

Goals set for next three years, with annual reviews.

Vision

Parnell is "the new old place". It is marketed effectively as a thriving retail and hospitality centre and is the preferred central city location for up-and-coming businesses.

Parnell's owner operated stores, its galleries and restaurants are renowned for providing a high-quality and unique experience in a setting that maintains an authentic charm. They consistently attract local and overseas visitors back to Parnell, time after time.

For other businesses, the vibrant yet relaxed village atmosphere together with transport convenience and access to a full range of professional services makes Parnell an ideal central city location.

Parnell is an exciting place to visit and satisfies the curiosity and intrigue of its visitors with elements of delight and surprise.

Parnell Inc.

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Perceived Challenges

1. Clear branding
2. Parking
3. Increasing rents
4. Retail mix

Key Objective 1

Increase recognition for Parnell Inc as a valuable resource for member businesses

1. Weekly email newsletters to members (+600 subscribers)
2. Business networking – B2Bs, Speed Dating for Business
3. Website redesign www.parnell.net.nz
4. Landlord forum April 2009

Key Objective 2

Promote Parnell to existing and potential customers with a refreshed brand

1. New brand launched July 2009
2. Advertising to Auckland and tourist markets (increased in 2009 with new branding)
3. Promotions
4. Business attraction campaign to build on Parnell, the creative quarter positioning

Key Objective 3

Ensure Parnell's physical appearance meets and exceeds customer expectations

1. SLIPS funding for new streetscape planters with adjacent seating
2. Initial discussions with Council for sculpture in Heard Park and along Parnell Road
3. Liaison with Council re streetscape maintenance and improvements
4. Services – security, graffiti removal, tree lights

Key Objective 4

Ensure a convenient and appealing customer experience

1. Lobbying Council for improved parking availability. Parking map to dispel perceptions of poor parking in Parnell.
2. Improved pedestrian amenity – new crossing at Heard Park, future improvements at Birdwood Cres.
3. Alternative transport: Parnell train station at Cheshire St and cycle parking solutions.

Draft (indicative*) Budget for 2010/11

Estimated Income \$300,000

Includes these items

Marketing	\$102,000	advertising, PR, business attraction
Promotions	\$ 48,000	Market days, Late Night Art, networking
Services	\$ 36,000	Security, graffiti removal, surveys
Admin	\$111,000	Staff, office, OpEx
Sundry	\$ 3,000	Training

* Budget subject to full review by Exec Committee

Resolved that the Manager's Report be accepted.

Moved Carrick Graham, Seconded Simon Glasgow. Carried unanimously

Financial Report

Financial Statements for the year ended 30 June 2009 were audited by David Knightley Accounting Ltd. Copies of these are available from the table.

Resolved that Parnell Inc's 2008 Financial Report, audited by David Knightley Accounting Ltd., be accepted

Moved Cyril Dominkovich, seconded Sherryn Mehta. Carried unanimously

Election of Auditor

Rory MacDonald explained that Parnell Inc.'s annual accounts were audited in 2008 by Campbell Forbes. In late 2008, Campbell sold his practice. As a result, the Parnell Inc committee appointed David Knightley auditor.

Resolved that David Knightley Accounting Ltd be elected as auditor of Parnell Inc accounts in the current year.

Moved Chris Lynch, seconded Sarah Hutchings. Carried unanimously

Resolution

The Parnell Inc committee proposed that Parnell Inc. change from a Mainstreet to a Business Improvement District.

Resolved that Parnell Inc. becomes a Business Improvement District, that the association be bound by the Auckland City Business Improvement District Policy, and that the association alter its rules by adopting the BID constitution.

Moved Cyril Dominkovich. Seconded Simon Glasgow. Carried unanimously

Election of Parnell Inc. Executive Committee

As a Business Improvement District, Parnell Inc's committee must comprise an uneven number, with between 5 and 11 member positions. The committee had decided to increase the committee to 9 member positions.

Returning committee members are (5):

Athol McQuilkan, Kilberry Associates
Carrick Graham, CGL Group Public Relations
Rory Macdonald, MacDonald Pilcher
Sarah Hutchings, Orsini Fine Jewellery
Sherryn Mehta, Mink Café

New committee members are (4) :

Christopher Swasbrook, Elevation Capital Management
Miles Nathan, Nathan Investment Group
Nick Travaglia, Self Assured Insurances
Simon Glasgow, Mövenpick

There being no need to vote for the nominated positions, those nominated were declared elected and welcomed by the chair.

Committee positions

As a Business Improvement District, the constitution required members to vote on the method of election of the committee's chair and treasurer for the 2010/11 year.

Resolved: that Parnell Inc's Executive Committee members determine the position of Chairperson and/or Treasurer for the 2010 Committee at their first meeting following the 2010 AGM.

Moved: Simon Glasgow. Seconded Chris Lynch. Carried unanimously

General Business

1. Debbie Harkness re-presented the launch presentation for Parnell's new branding – a powerpoint prepared by branding agency Maxim.
2. Cyril Dominikovich thanked Debbie Harkness for her work as manager.
3. Chris Lynch thanked Debbie Harkness for her work as manager.

There being no other matters for discussion, the formal business proceedings of the Parnell Inc AGM concluded at 7pm.

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

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Name of Chair

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Date signed