



Creative Quarter Manager's Report

August 2010

1. Promotion Events and Marketing

1.1 Events

Business after Five - monthly (Cynthia Crosse project managing)

Kaplan International College hosted August's function at premises on Titoki Street. Approx 30 people attended, including Kaplan staff and interns. Kate Gomm, Intern manager wrote "We were very happy with the evening and hopefully it will help promote our business and in particular the internship and OPUS schemes further."

The event schedule is booked through to the end of the year (first Tuesday of each month), as follows:

September: Coastal Design

October: House of Travel

November: Kingsgate Hotel

December: Elephant House

Q3 Sunday 12 September: Welcome Celebration for Mountain Fountain

Next meeting with Cathedral team on August 18. (Meeting notes available on request).

The event has three parts: Dedication + Concert + After concert drinks.

Mountain Fountain arrives on site Monday 9 August. Press release being issued by Council.

Hinu has secured Whirimako Black to perform, which will be a big draw!

DH completed application on behalf of Holy Trinity Cathedral for Hobson Community Board funding to cover sound system.

Parnell Inc. has \$4.5k budgeted for this event to cover invitation as flyer production, print and distribution (Parnell, Remuera, Newmarket); 1 print ad, catering and other costs. \$2k funding received from Council for performances. Cathedral covering production and print of Order of Ceremony booklet.

Parnell Inc. (Cynthia and DH) covering most of planning.

Also to make a request for additional funds from Auckland City Council (at Hinu's suggestion).

Parnell Inc.

Q3 Thinkers & Shakers – The Parnell Inc Speaker Series 2010 (Cynthia Crosse project managing)

Thinkers & Shakers first night (July 21) had approx 40 attendees. The rainy night would have deterred some of the RSVP'd.

Thanks to Chris Swasbrook for organising for Andrew Harnos, Chairman New Zealand Exchange Limited (NZX) to speak on improving NZ's capital markets.

Good interest being shown in next talk: **Tuesday 31 August: Andrew Hamilton – CEO, The ICEHOUSE** on "Getting the Kiwi Economy Moving: Government, Corporate and SMEs"

Venue: The Visitor Centre, Holy Trinity Cathedral, cnr St Stephens Ave & Parnell Rd.

Time: 5.45pm – 7.30pm.

Q3 Celebrating business longevity in Parnell

+250 member businesses identified as having been in business in Parnell for 5 years or more. Around 60 have been in Parnell for more than 20 years.

A few members yet to be contacted. Art work almost completed. Great quote from Soar Print. Distribution will be another job for new intern from mid-August.

Q4 November 6 & 7: Parnell Festival of Roses/Parnell Road Market Day

No planning underway for this event as yet.

Q4 November – Parnell Christmas Promotion

Art Wreath decoration

Art wreaths in shop windows from 15 Nov – 17 Dec

20 – 30 artists are invited to create their interpretation of a (not necessarily Christmas) wreath to hang inside Parnell shop windows, to be auctioned off with 20% of proceeds to charity/charities and balance to the artist.

Wreaths to be hung in participating Parnell stores the week beginning 15 November. Opened with a launch event. Guide to artworks as art walk flyer with more detailed information online. Auction to close 17 December. Wreaths couriered to buyers on 20 December.

Letter sent to retailers inviting expression of interest (August 3) Nine responses so far.

Art Curator/Project Manager lined up to go if sufficient interest gained.

Decorations

Also for Xmas – to make a request for additional funds to decorate street trees from Hobson Community Board September funds round. Council Arborist to be contacted for approval for proposal

Approx 25 Xmas garlands in storage. Suggest that rather than selling them (for very little return on original cost of approx \$450 each); they be used to decorate the Foundation Building shops. DH arranged to see Bledisloe Trust manager, John Bullen, to discuss.

2011 Rugby World Cup plan (Carrick assisting)

1.2 Marketing and Promotion

Parnell Visitor's Map

To be distributed by new German intern (from Kaplan International College), Marah Blaurock arriving August 23.

PR opportunities

- Mountain Fountain at Holy Trinity: site preparation begins with blessing on July 12
- Parnell Train station – meeting with Hobson Community Board on July 20

Forthcoming

Scope new Parnell brochure for Jason's brochure racks

Website – pages on Mountain Fountain and Samson Corp Geyser development

Arrange Parnell visit and familiarisation ("famil") tour for iSite people. Would any committee members like to be part of the meet and greet party?

2. Strategic Management

2.1 Governance & management

2010 Parnell Inc. AGM: Wednesday September 8

Venue to be decided. Agenda and invitations/Notice of meeting to go out 21 August, (14 days prior) if no special items of business.

AUDIT: Parnell Inc. accounts with David Knightley for audit.

2.2 Strategic Partnerships

Meeting with Parnell Inc. Retailers – Tuesday 27 July

Meeting cancelled after receiving only 4 RSVPs.
No feedback received as a result of cancellation.

Meeting with hospitality members – to be arranged

3. Business Development

3.1 Safe and clean environment

Parnell Town Centre Safety Audit

Council required reconfirmation of earlier request for funding form Security Grant Fund. To go towards another night's security patrol.

Recommendations from the Praxxis Security/Safety Audit for Parnell needs to be prioritised.

3.2 Parnell Alcohol Ban Area review

Meeting with Rachel Orr (Council), Sgt Bryce Law, Priscilla Tate and Styan Barron (Rodney Hide's office) re proposed changes to Parnell's Alcohol Ban boundaries.

Following our meeting, Rachel will propose extending Parnell's ban to cover all of Birdwood Crescent; top end Parnell Road from St Georges Bay Road to upper Birdwood Crescent, top end of St Georges Bay Road, St Stephens Ave top Brighton Rd; Windsor Street below Bradford Street; Cheshire Street car parking area through to Gibraltar Cres; with Fraser Park to be investigated.

3.3 Security Grant Funding

Parnell Inc. won funding for an additional night's security patrol from Auckland City Council's Security Grant Fund. (Decided last week in July, following application lodged by DH earlier.) This funding can be used to fund an additional night's patrol on either a Friday or Saturday evening. DH to determine, with police, which night has greatest need.

From email received from Council:

The panel approved grant funding of \$10,790 (gst exclusive) for Parnell's Friday night security patrol. So please send me an invoice and I'll arrange payment.

A condition of the grant funding is that the council grant assistance is appropriately recognised (e.g. in newsletters or promotional material about the project).

An accountability form is attached for completion by 30 June 2011. It requires you to document:

- that the funds allocated have been used for the purpose granted
- project benefits achieved
- that council's assistance has been visibly recognised

4. Urban Design & Heritage environment

Parnell Train Station lobbying

This issue is time consuming, but worth pursuing, as the committee has previously agreed.

Since our July committee meeting the following actions have been taken:

- presentation to the Hobson Community Board, July 20, gaining resounding backing from the Board against Infratil's proposed bus park.
- More than 1,000 signatures collected locally on No Bus Park petition
- Organised locals for photo shoot for East & Bays Courier front page coverage, July 23
- Created email distribution list from petitions. Sent 2 emails updates including Infratil presentation to petitioner list
- Carrick wrote two press releases distributed July 19 and 22.
- Complaint to Ombudsman re KiwiRail's late delivery of information sought under OIA.
- Meeting with Mainline Steam representatives, with Nicholas Stevens & Gary Lawson
- Meeting with Tenby Powell, independent candidate for Waitemata Ward, following his expression of interest in our vision.
- Emails to and conversations with various parties including residents, property

owners, NZ Housing Corporation, KiwiRail, Auckland City Council, train station lobby group

- Updates to www.parnell.net.nz/station content.

Meetings tomorrow with:

- Auckland War Memorial Museum
- Alex Swney, independent candidate for Waitemata Ward

Still to check potential to utilise Parnell funds held in Council's **Municipal Parking Fund** (\$594,000) within the train station development.

Parnell Signage

SLIPs funding application before Hobson Community Board to scope improved signage additions to existing Parnell Gateposts.

Parnell Park & Heritage Signage Wayfinding

Further recommendations and feedback given in response to a second draft of signage. Need to meet with Parnell Community Committee to do more detailed analysis of signage content.

5. Admin

Office accommodation

Letter received from City Construction holding rental at 259a Parnell Road at current rate until further notice.

Application for Not-for-profit organisation rental grant lodged with Council.

New intern

Marah Blaurock now arriving one week later than expected on August 23. She will stay until February, which will again be a major bonus for Parnell Inc.

Member Database

Parnell Inc. has maintained a database of members, property owners and other contacts on Excel. The database is becoming unwieldy, as additional information is gathered and new fields added, and errors occur as successive interns process information.

DH investigating other database systems and sourcing quotes. Access and ACT alternatives have been reviewed and initial quotes obtained. (Thanks to Chris Lynch for his references.) Budgeting \$2k for this necessary upgrade.

2010/11 Budget

DH revisited current year's budget, taking into account funds carried forward from 2009/10. Budget yet to be reviewed with Parnell Inc. Treasurer.