



Creative Quarter Manager's Report

September 2010

1. Promotion Events and Marketing

1.1 Events

Business after Five - monthly (Cynthia Crosse project managing)

September's function (next Tuesday) to be hosted by Coastal Design, 24 Garfield Street. This event clashes with a function to meet Waitemata & Gulf candidates organised by Community groups of Newmarket, Parnell and Grafton so turnout might be affected.

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

October 5: House of Travel
November 2: Kingsgate Hotel
December 7: Elephant House

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

Thinkers & Shakers with Andy Hamilton from The ICEHOUSE was well attended with approx 80 people and good interest beforehand.

Thanks to committee members for promoting the event and to Chris Swasbrook for MC'ing the event.

Good to note people asking when the next one would be. Suggest we look to hosting one of these each quarter to maintain interest and build awareness. Investigating Debbie Mayo-Smith talking on Social Networking for business as a next speaker.

Q3 Sunday 12 September: Welcome Celebration for Mountain Fountain

Last meeting with Cathedral team held on Wednesday. (Meeting notes available on request).

Invitations have gone out and we have +70 RSVPs to date, including several from committee members! Flyers distributed around Parnell/Remuera, with more issued via Cathedral and Parnell District School. Notice via article in Verve magazine and East & Bays Courier to cover next Friday.

Arrangements well in hand, with Parnell Rotary offering at least 11 volunteers.

Council will be sending release/invitation to the following media: [Eastern Bays Courier](#), [the Aucklander](#), [NZ Herald](#), [all Auckland radio](#), [Radio NZ](#), [TV1](#), [TV3](#), [Prime and arts media](#). Parnell Inc. to issue separate release next week, which will require pre-approval from Council.

Parnell Inc.

259a Parnell Road Parnell Auckland 1052 | PO Box 37-072 Parnell Auckland 1151
Phone: 09 379 0606 Fax: 09 379 0953 Mobile: 027 601 0641 Email: info@parnell.net.nz

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. Art work almost completed. Great quote from Soar Print.

Work needed to confirm owner/founder details further to personalised email request, which often elicited mini-histories of businesses – good material for later stories.

Discussion at last meeting about a function to celebrate long-time businesses. Chris had suggested a function at Heard Park. Suggest an evening function for members more likely to attract people.

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

No planning underway for this event as yet, but Council has been sent the Event Application so we can have this sorted prior to whatever confusion might arise within Council following the Supercity.

Q4 November 4 – 14: Auckland Art Week - NEW EVENT-

A new event being promoted and run by the trust behind Auckland Art Fair and seeking buy in from CBD and fringe. This would be a good initiative for Parnell to join and to use to launch a Parnell art gallery walk brochure.

Auckland Art Week will present a lively program over a long week November 4- 15th 2010. The program will pull together information about exhibitions and events in both public and private venues and add additional features such as public art and heritage guided tours, family fun programs, artist talks and performances, art bars and a few surprises.

The visual arts community is easily divided into three key areas; the CBD, Ponsonby/K. Rd and Newmarket/Parnell, transport will be provided to link these precincts.

Auckland Art Week will be widely promoted through social networking sites, Auckland City, NZCAT, K Rd, Heart of the City and other Mainstreet networks.

Q4 November - Parnell Christmas Promotion

Parnell Art Wreath Walk

Art wreaths in shop windows from 18 Nov – 18 Dec
Launch function Thursday, November 18.

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 NZ Gynaecological Cancer Foundation (managed by Sarah Hutchings at Orsini) and balance to the artist. Stephanie MacKenzie engaged as Art Curator/Project Manager.

A brochure with more detailed information online. Auction to close 17 December. Wreaths couriered to buyers on 20 December.

Application made to Hobson Community Board for funds to cover spotlighting of wreaths – an asset that could be used again in future years.

Decorations

Approx 25 Xmas garlands in storage. Bledisloe Trust manager, John Bullen, very happy to have them used on Jubilee Building façade and about the Foundation Building's courtyard.

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

2011 Rugby World Cup plan

Need to determine budget to allocate to this event

1.2 Marketing and Promotion

Parnell Visitor's Map

Marah has distributed these to street-level businesses.

PR opportunities

- Mountain Fountain at Holy Trinity – impact for Parnell in release Wednesday 8 Sept.

Forthcoming

Scope new Parnell brochure for Jason's brochure racks

Website – pages on 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 14

Venue: Holy Trinity Cathedral Visitors' Centre, 6pm Sept 14.

Agenda and invitations/Notice of meeting mailed out 23 August

Audit completed by auditor, David Knightly

Presentations required:

- Report from the Chair
- Report from Manager (powerpoint)
- Report on financial statements – from Treasurer

As at Friday 3, nominations to committee received from: Chris, Carrick, Rory, Athol, Hinu, Cyril Dominikovich, Kylie Sanderson and Fleur Denning.

Disclosure of Interest form discussed at August meeting: Please see separately attached disclosure form as potential form to be used by Parnell Inc. committee.

2.2 Strategic Partnerships

Meetings with member groups

Our planned meeting with retailers in July was cancelled after receiving only 4 RSVPs.

Suggest holding smaller meetings called "Creative Jams" which could be used for various purposes including as smaller invitation-only gatherings of various member groups and as brainstorming sessions as used by Ponsonby Business Association, called Shout Sessions:

From PBA website: (**SHOUT SESSIONS**we shout you a good time and you get to shout your good ideas at us:Your opportunity to get together with your business peers and discuss/create/pitch relevant ideas that the PBA can help implement. Shout Sessions will be held quarterly - date and venue will be advised.

3. Business Development

3.1 Safe and clean environment

Council Security Grant Funding

Round 1: Council Security Grant approved to fund an additional security patrol on Friday nights, however the decision was controversial as it was for a service and not for assets.

New patrol to begin when funds received from Council. Suggest this patrol run 10pm – 2pm or even 9pm – 1am providing safety for restaurant goers (Compared to the 11pm – 3am run patrol run on Wednesday nights for bar goers. Note that need for this patrol may need to be reviewed if Vanilla Bar has closed, as rumoured.)

Round 2 closed August 31: Application made for flyers to remind visitors to remove items of value from view when parking in Parnell, following rise of car break-ins as highlighted in recent Parnell Town Centre Strategic Safety Audit. This was one of the few items that could be applied for as almost all recommendations for improvements made in the Strategic Safety Audit should rightly be funded by Council eg street lighting, or by property owners eg: security gates, back door lighting etc.

Parnell Town Centre Strategic Safety Audit

Report posted on Member Information page of website (exec summary and full version) at http://www.parnell.net.nz/members/Member_Information.htm

The report makes specific recommendations for individual properties and for Council-controlled assets, such as street lights.

Need to isolate recommendations and pass on details to property owners and lobby Council for recommended improvements. Progress in implementing recommendations to be reviewed quarterly.

3.2 Parnell Alcohol Ban

Report from Impact Security that Vanilla Bar was closed last Wednesday night for the first time. The bar is thought to be closing in Parnell and moving to Ponsonby. If true, this may have a dramatic impact on Wednesday night issues previously experienced in the area.

4. Urban Design & Heritage environment

Parnell Train Station lobbying

DH attended public meeting at ARC's Transport & Urban Development Committee (August 11) where Mainline Steam sought backing from ARC to gain long term tenure at the KiwiRail site.

Idea to seek use of Parnell funds held in Council's **Municipal Parking Fund** (\$594,000) within the train station development fell through when the transport committee determined money should be put towards public parking in Remuera & Ponsonby. Council's report acknowledged Parnell Inc.'s role in highlighting the existence of this fund!

No further action. Need to set up presentation to Auckland Museum Board seeking their support in grand vision for the Museum station and its benefit for Auckland & Parnell.

Parnell Signage

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

Parnell Park & Heritage Signage Wayfinding

Parnell Community Committee (Fleur & Chris Ruberry) made detailed analysis and commentary of signage content. Now awaiting next report from Council.

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. Need to determine when applications are decided on.

New intern

Marah Blaurock now with Parnell Inc until early February. Excellent to have her added help.

Computer upgrade

Quote back from Ubertec. Decided upon iMac desktop (1TB storage), running Windows 7 OS via parallel set-up. Following install, both office PCs to upgrade from Windows Office 2003 to Office 2010.

Following DH investigating other database systems and sourcing quotes. Access and ACT alternatives have been reviewed and initial quotes obtained. Budgeting \$2k for this necessary upgrade. Project on hold until computer system upgraded.

2010/11 Budget

DH revisited current year's budget, taking into account funds carried forward from 2009/10. Budget reviewed with Parnell Inc. Treasurer, but latest draft still to be reviewed. See separately attached budget summary.

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