



Creative Quarter Manager's Report

November 2010

		Action by
1.	<p>Good Wreath! Parnell's twist on a Christmas Classic</p> <p>Tour of shops with window dresser to check arrangements for wreath hanging – a few supplies to be bought (lighting) or hired (mannequins) Media plan complete with a lot of work ahead:</p> <ul style="list-style-type: none"> - Press releases - Printed material: flyer, walk brochure, individual store posters - Website: site with pages for each artist - TradeMe auction pages <p>Artwork goes into shops 17/18 November Good Wreath! Launch function Thursday, 18 November, 6–8pm at ARTIS Gallery, 280 Parnell Road. All committee invited!</p> <p>Now combined with Parnell Inc Christmas party!</p> <p>Rationale:</p> <ul style="list-style-type: none"> - Provides us with economies of scale and time by combining functions - ensures good presence at Good Wreath! launch - provides an opportunity to explain to more members about Good Wreath! And the rationale for it - likely to attract more members at this time, rather than in December when everything gets frantic 	
2.	<p>Parnell Inc 2011 Action Plan (meeting notes)</p> <p>Strategy meeting with committee October 20, 2010 with aim to give clear objectives for committee and clear results to back to members.</p> <p>Action plan reviewed for 2011, with activities by quarter (see plan in Appendix page 7) All activities need to be true to Parnell- the Creative Quarter” positioning. Events need to show value to members.</p> <p>Brand remains relevant. New ways of using it already in development – see new deck chair designs in appendix) plus forthcoming brochure for Jasons.</p> <p>Street-based Events need to be safe, vibrant, family-oriented and fun. Waiters Race unique, with potential to be grown to an Auckland-wide event. Summer in the Park – build on this to bring more people to Heard Park with sponsorships (Red Bull, George FM, Juice TV, prizes etc.) Kylie to meet with Debbie & Cynthia re ideas.</p>	30 Nov

	<p>RWC 2011 possibilities to be explored including Parnell Backyard BBQ (Kylie)</p> <p>Arts strategy needs to be developed (Kylie nominated as committee member driver). Discussion on grand arts strategy with money raised for investment in public artworks. Strategy to also to include flashpoints of activity (eg White Night 11/3/2011 event).</p> <p>Committee will seek to improve member contacts and participation Business after Five events not successful. New ways of attracting members need to be developed. (Fleur nominated as committee member driver for this.) Members to be surveyed for feedback on Parnell Inc performance Face to face contacts to be increased, with Cyril & Athol to drive this. Contacts made, and feedback to be recorded. (Helpful for DH to brief on individual member issues in advance of contacts.)</p> <p>Strategy on Parnell Train station involvement to be developed (Carrick, Miles, Rory, Chris)</p>	<p>19 Nov</p>
<p>3.</p>	<p>Rose Festival Market Day – Saturday November 6</p> <p>Flyers out to 28k homes – Parnell, Remuera, Epsom, Orakei, Newmarket. 2 billboards up – on Parnell Rd opposite old Metropole and at Shore Road roundabout; Ad in Wednesday Nov 3 East & Bays Courier. Event loaded to our Facebook page and EventFinder</p> <p>Musicians + Fairy hired; buskers organised. Balloons bought, help hired Miles has given us premises to use at 60 Parnell Road for balloon blowing (5 to every retailer that wants them + 100 strings of 5 balloons to tie around anything vertical up and down the road</p> <p>Roses delivered Wednesday, trestle tables organized for Saturday delivery (and pick up).</p>	
<p>4.</p>	<p>Summer in the park deck chairs – 35 chairs with 6 new designs</p> <p>Ordered more expensive but thick canvas, to be printed double sided for extra wear! 2 new striped designs created + new colours for 2009 design to match stripes Awaiting decals of www.parnell.net.nz for side of deck chairs – for further information + ownership!</p> <p>Still to finalise who puts chairs out with Cathedral & Foundation</p> <p>Chairs due to be delivered to Parnell Inc.</p> <p>Chairs washed (remove excess stain – which stains canvas), decals applied Chairs delivered to NZ Home Loans/Fraser Park (6); Cathedral (12); Jubilee Bldg/Foundation (10)</p>	<p>12 Nov</p> <p>13 Nov</p>

<p>5.</p>	<p>Parnell Brochure for Jason's racks</p> <p>Almost \$5k ads sold by Cynthia Design laid out. Cover takes cue from magenta striped canvas chair, to stand out against other brochure competition. Additional graphics created for fashion and for heritage. Content to be finalised Map work being finalized with advertiser key Brochure artwork due for completion Printed and delivered to Jasons</p>	<p>8 Nov 10 Nov 12 Nov</p>
<p>6.</p>	<p>Parnell business longevity certificates</p> <p>270 certificates printed for businesses in Parnell 5 years and longer. Size: half A4, folded vertical, laminated, printed on 2 sides and laminated. Different colours for each 10-year break to create added colour and interest along at street level. Design in keeping with new branding and guaranteed to stand out. Including personalized letter of congratulations (and sticky dots to hang) when delivered Delivery to start Thursday 4 November, with photos to be taken, where possible, of owner holding certificate for future opportunities eg Verve mag. (Given everything else on delivery to all members may take some time.)</p>	<p>4 Nov</p>
<p>7.</p>	<p>Christmas decorations in Pin Oaks – east side Parnell Road</p> <p>Hanging silver mirror balls in 30 pin oak trees from REINZ at Denby Street to St Stephens Ave. Agreement in principle from Council arborist who requested final proposal – sent November 2. Now awaiting feedback Project scoped (includes, labour, truck hire, scissor lift hire, 600 mirror balls 9 + 15cms, hanging materials, install in mid November, remove mid-January) Could be up within 2 weeks Approx cost to put up and take down: \$4500 (as budgeted)</p>	
<p>8.</p>	<p>Old Garlands hung at The Foundation</p> <p>Approval from Bledisloe Trust (John Bullen) Parnell trust to hang garlands at front of Jubilee Building At The Foundation, approval to hang garlands from Corso de Fiori, Alfresco, TriBeCa – still to get OK from Fables and Go Coffee Go, but likely to approve also. Still to arrange hanging. To be up by Monday, November 15</p>	

<p>9.</p>	<p>I-site familiarisation tour</p> <p>Planned for mid January – too much happening in November/December AND iSite people busy too. Cynthia planning 1-2 hour after work gathering in Parnell.</p> <p>Time: 6.45pm, Thursday, 20th or 27th January 2011</p> <p>iSite staffers to be picked up in mini-bus, brief tour around Parnell sites on way to Parnell town centre; stop at Parnell Village, walk to Windsor Castle with stops along the way at Chocolate Boutique, Non Solo Pizza, & Parnell Gallery. Arrangements and details to be confirmed with suggested businesses.</p>	
<p>10</p>	<p>Parnell Train Station update</p> <p>KiwiRail not going ahead with bus park at Mainline Steam site for reasons unknown, but strong resistance from Parnell community likely to be a contributing factor. See story in NZ Herald, 2 November: KiwiRail abandons bus park plan http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10684685</p> <p>Mike Lee, Waitemata Councillor, remains a strong supporter of Parnell train station at this location and sympathetic development including Mainline Steam presence and Newmarket Heritage Station.</p> <p>Parnell Inc. to continue exploration of commercially feasible options to enable KiwiRail to make acceptable return on the site.</p> <p>Update email to be sent to No Bus Park supporters</p>	

Stats

Email newsletter subscribers – 712

Facebook Friends – 105

www.parnell.net.nz – Unique Visitors October – 7,663 (Sept 7,759)

Appendix: New Parnell Inc–branded collateral

Good Wreath!

Parnell Inc. takes great pleasure in inviting you to our Christmas Party, and to celebrate the launch of



Good Wreath!

Parnell's twist on a Christmas Classic!

Date Thursday, 18 November
Time 6pm – 8pm
Venue ARTIS Gallery, 280 Parnell Road

RSVP by 16 November to info@parnell.net.nz or phone 379 0606

Good wreath! is an exhibition of uniquely unseasonal wreaths by 20 artists, on display in 20 Parnell stores and galleries from November 19 to December 19, 2010. Most wreaths will be auctioned on TradeMe (auction ends December 19), with 20% of proceeds donated to NZ Gynaecological Foundation.



www.parnell.net.nz 

Rose Festival Market Day



parnell road market day
10am – 4pm
saturday november 6
Parnell Festival of Roses weekend
www.parnell.net.nz



More new graphics – first use in new Parnell brochure



New Deck chair colours



New Parnell (Jasons) brochure cover design builds on magenta stripe design at left, to really stand out in brochure racks!

Parnell Inc Action Plan 2010 - 2011

	Q4 2010 Spring	Q1 2011 Summer	Q2 2011 Autumn	Q3 2011 Winter	Q4 2011 Spring
Event & member services calendar Ongoing: <ul style="list-style-type: none"> • Parnell News - weekly • Late Night Art - monthly, 2nd Thursday 	October <ul style="list-style-type: none"> • November <ul style="list-style-type: none"> • Summer in the Park • Good Wreath! Promo • Xmas party • Xmas decorations December <ul style="list-style-type: none"> • Summer in the Park • Good Wreath! Promo • Pedestrian traffic survey 	Jan <ul style="list-style-type: none"> • Summer in the Park Feb <ul style="list-style-type: none"> • Summer in the Park March <ul style="list-style-type: none"> • Summer in the Park • 12th White Night (art) • Customer surveys 	April <ul style="list-style-type: none"> • Summer in the Park • Mystery Shopper assessment (retail) May <ul style="list-style-type: none"> • 8th Parnell Waiters' Race + Parnell Rd Market Day • Property owners meeting • Retailer meetings June	July <ul style="list-style-type: none"> • Longevity certificates for members >5yrs old August	October <ul style="list-style-type: none"> • RWC activities November <ul style="list-style-type: none"> • Summer in the Park • Member surveys December <ul style="list-style-type: none"> • Summer in the Park • Good Wreath! Promo • Xmas decorations • Xmas party • Pedestrian traffic survey
Strategies	"Parnell - the Creative Quarter" positioning continues to drive and define Parnell Inc. strategy Arts Strategy: (to be developed) Communications & Marketing Strategy: timely, relevant, useful (plan to be developed) Parnell Train Station /KiwiRail site development strategy: (to be developed)				
Marketing & communications	Parnell Website, weekly email newsletter, Facebook: Parnell - Creative Quarter, Parnell Visitors map, Parnell brochure for tourists (Jasons racks), Parnell promotion campaign – advertising and PR, Member and customer surveys,				
Services	Graffiti removal service, Late night security service (Wednesday night), Public area cleaning service (Thursday morning), Shoplifter Text Alert, Council liaison, Lobbying to local authorities on behalf of members, Pedestrian traffic surveys, Property owner forums, member networking events, Cruise Ship schedule & welcome posters,				

2011 School Terms: **Term 1:** 31 Jan - 07 Feb – Fri April 15 (all schools) **Term 2:** May 2 – Fri July 15 (all schools) **Term 3:** Aug 1 – Fri Oct 7 (all schools) **Term 4:** Primary & intermediate Oct 25 – no later than Mon 20 Dec | Secondary & Composite: Oct 25 – Tues 13 Dec