

# MINUTES

## Parnell Inc. November 10, 2010



**Venue** 4.30pm at Elevation Capital Management, 77 Parnell Road.

**Actions  
Required**

**1. Welcome: Present at the meeting:**

Carrick Graham (Chair), Chris Swasbrook (Treasurer), Cyril Dominikovich, Kent Hutchings, Kylie Sanderson, Fleur Denning, Athol McQuilkan and Debbie Harkness

**2. Apologies: Rory MacDonald and Miles Nathan**

**3. Confirmation of Minutes from previous meeting**

**Motion:** That the Minutes from the September meeting be taken as a true account of the meeting.

**Moved/Seconded:** Carrick/Kylie **Carried:** All

**4. Matters arising from previous meeting None**

**5. Parnell Action Plan**

Decided that the Action Plan should be reviewed on a regular basis.

Kent noted that the Action Plan is largely tactical and does not encompass a long term vision, raising the questions – what does Parnell Inc want to achieve long term? What does Parnell Inc want the area to have/ look like into the future? What does Parnell Inc need to create?

The committee determined to hold another special meeting to capture the vision for Parnell Inc. to be held in the last week of January 2011, from 9am – 12 noon.

DH to contact facilitator used by Parnell Trust for its strategic workshop, to guide through process, and arrange strategic planning session for January.

DH

**6. Creative Quarter Manager's Report**

Matters covered from the Manager's Report

**Good Wreath exhibition**

Progress report on installation and forthcoming launch (held Nov 18<sup>th</sup>).

Launch function to be combined with Parnell Inc member Xmas Party (Apologies received from Carrick, Kylie & Chris for non-attendance.)

Request from Chris to tie in Xmas Party with highlighting of Parnell "longevity certificates".

Unfortunately the oldest members were unavailable to attend the night.

**Xmas decorations**

1. Balls in trees to go up Nov 22. Permit from Council. OK from Council arborist. A great deal of planning and logistics and Council co-operation required to get glitter balls under 24 trees.

2. Garlands at The Foundation – approval gained from Bledisloe Trust and most retailers/businesses. Speedy Signs to hang once all approvals gained.

**Longevity Certificates**

Most retailer certificates handed out. Will take time to deliver +250 to all businesses over 5yrs in Parnell. Unable to combine celebration with Parnell Inc Xmas party (Nov 18) as none of oldest businesses available. DH to follow story leads with media, to bring attention to City Construction (50yrs) and others. Also to be highlighted in December Verve.

### **Parnell Rose Festival Marketing Day**

Pedestrian traffic down on Parnell Road by 16% (at Iguacu). Despite lower numbers Great Classics Clothing for Children achieved another record sales day. (This shop is a good barometer as its sale items are always \$30.). Factors influencing lower turnout include current economy, and possibly lack of co-promotion with City Council – this year Parnell Inc did not contribute \$3k to Council’s Rose Festival brochures and posters and so did not get 1 paragraph mention of the Market Day. Parnell inc advertising/promotion for the day was 2 billboards, flyer drop to 28k eastern suburbs households + Wednesday prior ad in East & Bays Courier.

Balloons along street very effective in brightening street and signalling special activity. Chris requested that balloons be hung all the way to corner George Street. DH advised that balloons signal the area of market day activity, where businesses have stalls on the street – i.e. the main Parnell shopping centre. Also that while balloons would be supplied to businesses at cnr Domain Drive and Ayr Street, and the Foundation on future market days, it would be logistically taxing to have balloons tied along entire length of Parnell Road.

### **Auckland Art Week November 4 – 14**

Committee requested feedback on effectiveness of Auckland Art Week. Kylie thought the event achieved high turnout for Late Night Art in Parnell and increased awareness of Parnell galleries. Chris commented that he had not seen brochures, although 60k had been distributed about the city, and were available in all participating galleries.

Committee wants to hear proposal in advance from Art Week organisers. The event has potential to grow with more advance planning in future years.

DH to canvass art galleries to see what they thought of the event.

### **Parnell Brochures for Jasons Racks**

The committee congratulated and thanked Cynthia for selling almost \$5k of advertising in the new Parnell brochure, which has provided a significant saving on the print run of 9k. Brochures now printed and delivered to Jasons. Brochures to be delivered to the 23 advertisers week beginning 22 Nov.

### **Parnell Train Station lobbying**

DH to send email update to train station supporter email list.  
Rory setting up meeting with Stevens Lawson to discuss development possibilities.

## **8. General Business**

### **Waitemata Local Board**

The board’s new chair, Shale Chambers, contacted DH and was invited to attend Parnell Inc.’s December meeting. (As a result of new Auckland Council and local board structure, all Mainstreets and BIDs will be required to hold an EGM to ratify new constitutions, in early 2011.)

### **Billboard spaces**

DH to investigate cost of potential billboard for side of 60 Parnell Road (as offered by Miles Nathan), by contacting NZ Home Loans , John Bishop III.

### **Metro Magazine’s Best Cafés issue**

Metro Magazine’s November issue includes its list of Auckland’s best cafés and Kokako was the only Parnell café to get a mention. The magazine itself commented that Parnell cafés did not feature. Underperformance of local cafés to be addressed with assistance to be offered

DH.

via planned mystery-shopper / mentoring campaign in 2011.

**Parnell Inc Member Survey**

To be developed and sent to members as a high priority. Carrick developed short survey. Marah developed online survey on Goggle Docs and it was emailed to members on 16 Nov, with reminder in 19 Nov email newsletter (members only version of newsletter). Close off date is 30 November. Draw for 6 bottles of Invivo wine as an incentive. (33 responses received as at 22 November = 5.6% response.)

**White Night art event March 12, 2011**

Kylie tabled a discussion paper on White Night, a new art event on the Auckland calendar to be an annual all-night arts festival and to be a major arts event in 2011. Kylie proposes engaging an independent curator to project manage Parnell's White Night arts offering. Parnell Inc committee discussed budget of \$10k for art installations at Heard Park, Holy Trinity Cathedral and 1 other site. Chris to work with Kylie on this event, which has longevity and potential to become a major attraction for Parnell.

**Parnell Community groups gathering**

Fleur organised a gathering of various groups within the Parnell community , held at Parnell Community Centre on Nov 17. Carrick spoke to the function about Parnell Inc, its function and aspirations. About 100 people attended including a large complement from the Waitemata Local Board and Councillors Mike Lee and Cameron Brewer. A very successful evening and another excellent initiative from Fleur – well done!

The meeting finished at 6.00pm  
Taken as a true account of the meeting.

Signed ..... Date: .....

**Future Parnell Inc Meetings**

**December Business after Five:** Tuesday 7 December , 5.30pm at The Elephant House  
**December Meeting:** Wednesday 8<sup>th</sup> December, 4.30 – 6PM, (Rory's offices\* – TBC)

\* MacDonald Pilcher Partnership, Ground floor, 92 Parnell Rd