



2010 Annual General Meeting

Tuesday, 14 September 2010, 6.00pm

Holy Trinity Cathedral Visitors' Centre, 446 Parnell Road

Minutes

Attendance

	Name	Business
1	Carmel Murphy	Leaping Frog
2	Veronica McLaughlin	Auckland City
3	Phillippa Pitcher	Parnell Trust
4	Cyril Dominikovich	Parnell Real Estate
5	Chris Swasbrook	Elevation Capital
6	Miles Nathan	Nathan Group
7	Grant Hope	Trust Investments
8	Carrick Graham	Facilitate
9	Brooke Read	Facilitate
10	David Hanson	Retail Dimension
11	Sherryn Mehta	Mink Cafe
12	Peter Baran	Property Owner, 155 Parnell Road
13	Rory MacDonald	MacDonald Pilcher Partnership
14	Raymond Henderson	Raymonds
15	Henry Hong	PaperPlus Parnell
16	Debbie Harkness	Parnell Inc.
17	Cynthia Crosse	Parnell Inc.
18	Fleur Denning	Kellands Real Estate

Welcome

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

1. Apologies

Chris Brittain, Athol McQuilkan

Confirmation of the Agenda

The Agenda was confirmed.

2. Approval of the Minutes of the 2009 AGM

Cyril Dominikovich's name was omitted from the attendance record of the 2009 AGM.

There being no other matters arising from that meeting it was:

Resolved that the minutes of Parnell Mainstreet Inc's AGM held on 8 September, 2009 be taken as a true and correct record of that meeting.

Moved Christopher Swasbrook, **Seconded** Carrick Graham. Carried unanimously.

3. Chairman's Report – Rory MacDonald

I have been chairman of Parnell Inc for the last 2 years – a period of time that has gone quickly. My turn as chairperson happened to coincide with the worst international financial crisis in 70 years which commenced with the frightening events of November 2008. Of course New Zealand was already in recession by then and the emergence from that recession has been slow and painful.

Sometimes when I drive through Parnell it seems as though everything is normal and the district has escaped unharmed from the recession but the reality is that there has been a distinct downturn in the number of shoppers and people generally doing business in Parnell. In short, it has been tough times for most retailers, cafe owners, art galleries and other businesses. Tough times and a determination to survive, by many people I have spoken to, has gone hand in hand in the last two years.

Parnell Inc has been active in the last year. The weekly Friday emails from Debbie Harkness set out the plethora of activities of Parnell Inc covering a spectrum from security issues, graffiti removal, bus stop issues, after five functions and general promotion of Parnell in magazines, tourist publications and our extensive website.

Of particular note has been the reinforcement of the brand of Parnell Inc as the "Creative Quarter" and that has included Summer in The Park with the popular introduction of deck chairs, in Heard Park, the Late Night Art gallery strolls and the well publicised Waiters' Race held earlier this year. Last Sunday we celebrated the arrival of the Mountain Fountain sculpture in the grounds of Trinity Cathedral, which is a welcome presence in Parnell.

We have held two Movers & Shakers Evenings in recent times with keynote speakers.

I am pleased to say we have operated within our budget throughout the year. I think we have been prudent in our expenditure and have sought to consider each item of expense carefully and in the context of likelihood of benefit to the Parnell business community.

I would like to thank the committee who have worked so hard to make Parnell Inc a success. Our meetings have been lively and full of energy.

Hinu Te Hau deserves special mention as she is soon to finish her role as the local representative of the Hobson Community Board. She has been a regular attendee at our meetings and the provider of much valuable advice and an important link for us with Auckland City Council. Thank you for your wonderful devotion and efforts Hinu.

I would also like to thank Debbie Harkness for her managerial talent and energy throughout the year plus the valuable assistance from Cynthia Crosse in her part time capacity. It is easy to underestimate the range of matters that are expected to be met in the management of the day to day affairs of Parnell Inc and I have found from experience that there are a multitude of such matters.

I need to make special mention of our campaign to have a railway station installed at Parnell and also to mention that we ran a campaign including a petition to oppose the proposal for bus parking at the site of the railway sheds next to the railway lines.

During the year we have sought to identify ways in which Parnell Inc can become effective as a Business Improvement District catering to a wider business community. It is early steps for us at this stage but I believe that we can head effectively in that direction. The key to our success will be to demonstrate that we can be relevant as an organisation to a wider business community.

I should mention the link which we have developed this year with Parnell Rotary and the pleasant relationship we have with that group through David McLeish.

Finally, I would like to say thank you to all the people who have assisted me in the time I have been chairperson. I have enjoyed the experience and I am confident that Parnell Inc will continue to provide valuable services for its members.

Resolved that the Chairman's Report for the year ending 30th June 2010 be accepted.
Moved. Hinu Te Hau, **Seconded** Cyril Dominikovich. Carried unanimously

4. Manager's Report – Debbie Harkness

Parnell Inc.'s manager, Debbie Harkness, spoke from the following Powerpoint presentation. (The presentation is available online at: www.parnell.net.nz/members/Meetings.htm)

Parnell Inc. Manager's Report

1. About Parnell Inc

Parnell Inc. is a Business Improvement District (BID)

BID rules and areas of operation set by Council.

BIDs operate independently of Council, but Council's Economic Development arm monitors organisations for compliance, provides advice and facilitates access to Council operations.

Administration

Manager: Debbie Harkness (full-time)

Events co-ordinator: Cynthia Crosse (part time)

Assistance: Kaplan College interns (6 – 8 months/year)

Governance

Committee: Parnell Inc. members + Local Community Board member (and Councillor)

2. Map of Parnell Inc boundary area

3. Parnell Inc. members

- + 500 businesses
- 2,000 employees
- 40% retail (street-level) businesses
- 60% business services

4. Funding level held in 2010/11

BIDs are financially supported by a targeted rate levied on all non-residential properties within their defined geographical BID area.

Parnell Inc.	Funds	targeted rate (incl 12.5% GST)
2007/08	\$268,015	\$0.0142 in the dollar
2008/09	\$268,015	\$0.0154 in the dollar
2009/10	\$281,416	\$0.013785 in the dollar
2010/11	\$281,416	\$0.014172 in the dollar*

* In relation to rates for Auckland's other Mainstreet/BIDs, Parnell's targeted rate ranks 8th lowest of 17 areas.

Parnell Inc. did not seek an increased budget in 2010/11 (starting 1 July, 2010).

5. Budgets

	2009/10	2010/11
Targeted rate	\$281,416	\$281,416
Surplus carried fwd	\$ 70,000	\$ 48,300
Interest	\$ 1,500	\$ 500
Sponsorship, funding, subscriptions	\$ 46	\$ 16,500
Total funds	\$354,000	\$346,716
Expenses		
Marketing (Advertising, branding collateral, website)	\$95,500	\$71,500
Events & Promotion (Events, promotions)	\$ 48,250	\$60,200
Services (Security patrol, graffiti removal, cleaning, Pedestrian survey, Parnell Wireless)	\$34,500	\$32,750
Administration (Administration – wages, office rental, operating costs)	\$141,750	\$153,250
Contingency/CapEx	\$ 2,600	\$ 6,000
Surplus/Deficit	(\$33,000)	\$ 23,000

6. Draft Budget 2011/12

Draft (indicative*) Budget for 2011/12

Estimated Income \$347,000, including sponsorships/grants

		<u>Includes these items</u>
Marketing	\$ 72,000	Advertising, branding, website, memberships
Promotions	\$ 60,000	Market days, Late Night Art, networking
Services	\$ 33,000	Security, graffiti removal, lighting
Admin	\$153,000	Staff, office, accounting, OpEx
Surplus	\$ 29,000	

* Budget subject to full review by Exec Committee and subject to change

7. Activity areas

BID programmes focus on four main areas of activity

- Promotion, events and marketing
- Strategic management
- Business development
- Urban design and heritage environment

8. Activity Area 1: Promotion, events, marketing

Increased awareness of Parnell as Auckland's Creative Quarter

- Developed and extended branding concepts
- "Creative Quarter" positioning drives activities
- Added new events to Parnell's calendar

9. New Branding

New branding was identified as a need and opportunity during Strategic Plan development in late 2008. The old brand was indistinct, with little ability for leverage by businesses.

Objective of re-branding - to reinvigorate Parnell's identity.

Parnell, the creative quarter positioning

- developed by Maxim Group. Launched July 2009.
- investment in branding collateral: banners, flags, website, decals, graphics

New branding:

- Signals that Parnell is undergoing a change
- Provides an excellent marketing platform
- Allows Parnell to strongly differentiate itself
- Parnell businesses buying into "Creative Quarter"
- Makes Parnell stand out from other business centres!

10 – 11. Brand in action (Photos)

12. Action Plan

	Q1 Summer	Q2 Autumn	Q3 Winter	Q4 Spring
Theme	Summer	Arts & Culture	Business	Rose Garden /Christmas
Parnell Inc Events:	January February March Summer in the Park 20 th : Urbis Design Day (27 th : Parnell Village Festival)	April Summer in the Park continues May 8th: Parnell Road Market Day featuring Parnell Waiters' Race June	July 21 st : Thinkers & Shakers - Andrew Harnos August 31 st : Thinkers & Shakers - Andrew Hamilton September 12 th : Mountain Fountain welcome celebration - Holy Trinity Cathedral	October Business function with Auckland SuperCity's new Mayor Art Snake (TBD) November 6-7th: Parnell Festival of Roses featuring Parnell Road Market Day 18 th : Parnell Christmas Wreath Walk launched Summer in the Park starts December Parnell Christmas Wreath Walk to Dec 17 th
Other Parnell Inc Events:	Late Night Art - monthly	April 27: Property Owners Mtg Late Night Art - monthly	Late Night Art - monthly	Late Night Art - monthly
Marketing & Communications by Parnell Inc:	Parnell Website/wireless, weekly email newsletter, Parnell Visitor map, New Parnell brochure for tourists, Parnell marketing campaign – advertising and PR., Member and customer surveys, Parnell Inc. area expansion			
School terms:	Term 1: All schools 2-5 Feb – Thurs April 1; Term 2 April 19 – Fri July 2; Term 3 19 July - Fri 24 Sept; Term 4 starts 11 Oct for all Primary & intermediate ends no later than Mon 20 Dec. Secondary & Composite Tues 14 Dec.			

- 13. Event Marketing example: Late Night Art
- 14. Event Marketing example: Business after Five
- 15. Event Marketing example: Summer in the Park
- 16. Event Marketing example: Urbis Design Day
- 17. Event Marketing example: Parnell Road Market Day (May)
- 18. Event Marketing example: Parnell Waiters' Race
- 19. Event Marketing example: Thinkers & Shakers speaker series
- 20. Event Marketing example: Mountain Fountain Celebration

21: Activity Area 2: Strategic management

Increased awareness of Parnell Inc. as a valuable resource for member businesses

- **Transparency**
 - Information for members on www.parnell.net.nz
- **Communication with members**
 - Parnell News - weekly newsletter (700 subscribers)
 - Member group meetings (property owners, top-end, retailers)
 - Business after Five networking
- **Facilitation of local improvements with Council**
 - Monitoring service levels
 - Recommendations on issues incl. parking, alcohol, security

22. Activity Area 3: Business development

Increased business opportunities for members

- **Strategic partnerships**
 - Associate memberships
 - Friends in the community: Parnell Community Committee, Parnell Trust, Holy Trinity Cathedral, Rotary Club of Parnell, Parnell Heritage
 - Sponsors & supporters: Southern Hospitality, Gilmours Panmure, Invivo wines, Kokako, Antipodes, Imago Print Centre
- **Communications**
 - Website listings for members www.parnell.net.nz (7800 visitors/month)
 - Parnell News - email newsletter (50% of 700 subscribers non-members)
 - Facebook Parnell - the Creative Quarter - regular posts (87 friends)
- **Business after Five networking**
- **Pedestrian traffic counts**

23. Pedestrian Traffic count (graphic)

24: Activity Area 4: Urban design & heritage

Parnell's physical appearance meets and exceeds customer expectations

- Lobbying for a Parnell train station and NOT a bus park!
- Speaking up with the community against REINZ's design
- SLIPs funding for new street planters, wayfinding signage, park benches
- Graffiti cleanup service
- Thursday morning clean-up service
- Lighting in trees - Parnell shopping area
- Security
- Support for more public art in Parnell

25. Parnell Train Station (picture of station site relative to Parnell Road)

26. Security

Security Patrols Parnell Inc. funds a patrol on Wednesday night/Thursday morning. Additional Council funding obtained for a second patrol on Friday nights

Alcohol ban hours extended to 24 hrs x 7 days last year

The **Alcohol Ban area** extended to cover areas previously excluded eg: Aorere Street, Birdwood Cres, upper St Georges Bay Rd

Changes to the local bar scene with potential departure of Vanilla Bar

Town Centre Safety Audit conducted by Council – recommendations made to be worked towards with Council and property owners

Shoplifter Text Alert service for retailers

27: Public Art (picture of Fraser Park + Point Resolution - potential sites for major art works)

28: Find out more

Subscribe to Parnell Inc.'s weekly newsletter
(link at bottom of every website page)

Visit our website

www.parnell.net.nz

Read Parnell Inc. member info online at

www.parnell.net.nz/parnell_inc.htm

Come to a Parnell Inc. committee meeting
second Tuesday of each month (except January)

Resolved that the Manager's Report be accepted.

Moved Christopher Swasbrook, **Seconded** Miles Nathan. Carried unanimously

5. Financial Report

Financial Statements for the year ended 30 June 2010 were audited by David Knightley Accounting Ltd.

Resolved that Parnell Inc's Financial Report for the year ended 30 June 2010, audited by David Knightley Accounting Ltd., be accepted

Moved Carrick Graham, **Seconded** Miles Nathan. Carried unanimously

6. Auditor's report

Resolved that Parnell Inc's Auditor's Report (being page 1 of Parnell Inc's Financial Statements for the year ended 30 June 2010) audited by David Knightley Accounting Ltd., be accepted.

Moved Hinu Te Hau, **Seconded** Carrick Graham. Carried unanimously

7. Approval of proposed budget for the 2011/12 year

As a BID, Parnell Inc. is required to present a proposed budget for the following financial year. Debbie Harkness, manager, presented this budget in her presentation. It is, at this early stage a draft and indicative budget and will be subject to a full review by the new Executive Committee and subject to change.

Resolved: That Parnell Inc.'s draft and indicative budget for 2011/12 be accepted.

Moved: Sherryn Mehta, **Seconded** Christopher Swasbrook. Carried unanimously

8. Election of Auditor

Parnell Inc.'s accounts have been audited for the last two years by David Knightley.

RESOLVED: That David Knightley Accounting Ltd be elected as auditor for the current year.

Moved: Hinu Te Hau, **Seconded** Carrick Graham. Carried unanimously

9a. Election of members to the Parnell Inc. Committee

As a Business Improvement District, Parnell Inc's committee must comprise an uneven number, with between 5 and 11 member positions (with two of those being for the Local Board representative and a Councillor representative).

With fewer than 9 nominations received from Parnell Inc. members for committee positions, there was no need to vote for the nominated positions and those nominated were declared elected and welcomed by the chair.

Returning committee members are (5):

Athol McQuilkan, Kilberry Associates
Carrick Graham, Facilitate Communications
Christopher Swasbrook, Elevation Capital Management
Miles Nathan, Nathan Investment Group
Rory Macdonald, MacDonald Pilcher

New committee members are (3) :

Cyril Dominikovich, Parnell Real Estate
Kent Hutchings, FrameCAD Solutions
Kylie Sanderson, Sanderson Contemporary Art

Three non-members had also nominate themselves for the Parnell Inc. committee:

Fleur Denning, Kellands Real Estate (Associate Member Parnell Inc.)

Chris Urry, Orange Realty

Martyn Hamilton, Orange Realty.

A discussion of how such nominees might aid the committee was held under General Business.

9b. 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 2011/12 year.

Resolved: that Parnell Inc's Executive Committee members determine the position of Chairperson and/or Treasurer for the 2011 Committee at their first meeting following the 2010 AGM.

Moved: Sherryn Mehta, **Seconded** Hinu Te Hau. Carried unanimously

10. General Business

A. IMPOSED ROLLOVER OF COMMITTEE MEMBERS

Christopher Swasbrook introduced the need for a change in the rules to accommodate for automatic rollover of executive committee members after a certain period. He felt it was important that the Executive Committee not stagnate by members staying on the committee for too long. While it was agreed that continuity is important within the Executive, it was agreed the matter would be put on the agenda for the first Executive meeting for discussion of a suitable rollover option.

Of note is the format that Parnell Trust has revolving three of its nine trustees each year, though as a Trust it has a different legal structure.

Auckland City Council's Mainstreet/BID representative Veronica McLaughlin suggested that the new Auckland Council is likely to review BID rules governing all Auckland BIDs at some stage soon.

B. EXECUTIVE COMMITTEE

Clarification was requested on Election of Executive members given that 8 applications had been made from members, and 3 from non-members. Cyril Dominikovich brought attention to Rule 5.6 of Parnell Inc.'s Rules, that Associate Members may be appointed to the Committee with non-voting rights. The Committee will assess the applications from the non-Members at its first meeting, probably insisting that they become Associate-Members before they are accepted onto the Committee in a non-voting capacity.

Christopher Swasbrook suggested all applicants think seriously about their level of commitment as the bar has been raised with the previous committee and a high level of commitment required.

C. KEEPING IN TOUCH WITH BUSINESS AND PROPERTY OWNERS

Cyril Dominikovich suggested that, from his discussions with business and property owners, there needs to be improved communication with them from Parnell Inc. and that it is not useful to rely on email as a medium for communication.

Debbie Harkness pointed out that the AGM invitation had been posted, in accordance with the Rules, ensuring that all members received a (physical) invitation. Despite this mailing, there were few members in attendance.

Christopher Swasbrook commented that the Property Owners meeting that Cyril had been absent from had been very well attended with resoundingly positive feedback on communication and the work of Parnell Inc from property owners.

Hobson Community Board representative, Hinu Te Hau commented that she had found the committee to be particularly proactive and she congratulated the committee on its successes over her tenure, which now comes to an end with the move to an Auckland Council.

D. THANKS TO COMMITTEE MEMBERS

Debbie Harkness gave thanks to the committee members that have been so generous with their time over this last year. Committee members were given a bottle of wine in appreciation of their services. Special thanks went to Sherryn Mehta, Mink Café, who stood down from the committee after five years of service to Parnell's business community.

Meeting ends

There being no other matters for discussion, the formal business proceedings of the Parnell Inc AGM concluded at 7.20pm.

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

.....
Name of Chair

.....
Date signed