



MINUTES: AGM Parnell Inc.

Oct 2nd 2014

Jubilee Building, 545 Parnell Road

Welcome – Paul Spackman (Acting Chair)

Apologies – Jock Irvine, John Bardebes, Chris Britwyn, Marco Creemers, Jason Friedlander, John Bishop, Dana Johnston

Attendees

Anna Loginova	Lynch Phibbs
Annie Inwood	BID Advisor Auckland Council
Callum Baker	Parklane Group
Cheryl Adamson	General Manager
Chris Davidson	Parnell Trust
Chris Lynch	Lynch Phibbs
Christopher Dempsey	Waitemata Local Board
David Knightley	David Knightley
Hamish Lewis	Trenszeater
Jason Galea	Masfen Group
Kelvin Ricketts	Zlato Jewellers
Martyn Hamilton	Property Supervisors
Miles Nathan	Nathan Group
Nickala Hanley	Marketing Co-ordinator
Paul Spackman	Spackman Property Management
Rebecca Foley	Hartfield Jewellers
Rosey Eady	NE Limited

Confirmation of Minutes of the previous AGM.

Approval moved by: Kelvin Ricketts, seconded by: Rebecca Foley, motion carried.

1. Presentation of Chairman's Report – Paul Spackman

Paul Spackman presented the Chairman's report on behalf of Jock Irvine who had stepped down for health reasons. He highlighted the intention of the Boundary Expansion as a key issue. He noted that there had been a positive shift in Parnell Inc. since Cheryl's appointment. He thanked the committee on behalf of Jock Irvine.



It was suggested that we also thank Jock Irvine for his leadership and effort.

Moved: Chris Dempsey, Seconded: Miles Nathan, motion carried.

2. Presentation of General Manager's Report – Cheryl Adamson.

Cheryl reviewed the activities of Parnell Inc. over the past year. She highlighted the role of advocacy, referred to retailer promotions, the new website, business to business events, community incorporation and the importance of landlord engagement especially with reference to tenant mix. She noted the increasing need for a crime prevention and security plan.

3. Financial Reports – Presentation Chris Lynch, Lynch Phibbs

Chris presented the Parnell Inc. 2013/2014 Special Purpose Financial Report as compiled by Lynch Phibbs and audited by David Knightley. Chris commented that while the income exceeded the expenditure in the period of the financial year, this was a deliberate effort to utilise surplus funds from the previous year. The closing position on the 30th June was a net surplus of \$ 59,921.

Approval of Statement of Accounts and Audit

Approval moved by: Chris Lynch, Seconded by: Miles Nathan, motion carried.

4. Election of the Executive Board Committee – Cheryl Adamson

Cheryl noted the nominations from previous committee members received were as follows:-

John Bardebes – New York Properties Limited

Rebecca Foley – Hartfield Jewellers

Jason Galea – Masfen Holdings Limited

Martyn Hamilton – Property Supervisors

Dana Johnston – 46 & York

Hamish Lewis – Trenzeater Auckland Ltd

Kelvin Ricketts – Zlato on Parnell Limited

Paul Spackman – Spackman Property Management

Cheryl referred to the fact that our constitution provides for 11 members and since no other nominations were received, all the members are duly appointed. She stated that the casual vacancies available would be addressed in the next few meetings and thanked the Executive Committee Members for volunteering their services.

5. Election of Officers – Cheryl Adamson

Cheryl noted that Paul Spackman had offered to stand as Chairman, which was discussed at the last Executive Committee meeting. After checking that there were no other nominations she declared that he had been duly elected.

Approval Moved by: Rosie Eady, Seconded by: Martyn Hamilton, motion carried.



Election of Treasurer. Cheryl recommended that we elect Chris Lynch from Lynch Phibbs for another term.

Approval Moved by: Rosie Eady, Seconded by: Martyn Hamilton, motion carried.

6. Re-Signing BID Partnership Programme, Partnering Agreement – Special Resolution - Paul Spackman

- That Parnell Inc. renew the current Auckland Council BID Partnering Agreement which expires in July 2015, on an ongoing basis, with a 6 month termination notice period from either party.

Reason/Explanation:

Parnell Inc. is registered under the Incorporated Societies Act 1908 and is one of the 48 BIDS in Auckland who are part of the Auckland Council Business Improvement District Partnership Programme. The current agreement expires in July 2015 and Parnell Inc. wish to renew on an ongoing basis, with a 6 month termination notice period from either party.

Paul announced the Special Resolution and explained our reasons for re-signing and slightly amending the terms. He asked for approval of the Special Resolution

Approval of Special Resolution moved by: Rosie Eady, Seconded by: Martyn Hamilton, carried unanimously.

7. Presentation BID Boundary Extension – Cheryl Adamson

Cheryl presented an overview of the Bid Expansion process and explained all the reasons why this was necessary for Parnell including the evolution of BIDS from mainstreet to business precincts, the fact that the current boundary was not representative and the possible increase in membership which would give us a far stronger representation. She also highlighted the opportunity to unify the area, redefine the brand and increase our competitive advantage as a fringe suburb. Increased budget resulting from the expansion could be used to fund new areas advantageous to our current and future members, especially the development of a crime prevention and security plan. As per the indicative budgets, Parnell Inc. committed to allocate substantial funds in 2015/2016 towards this initiative should the Boundary Extension proceed successfully.

Cheryl described the potential areas of the boundary, Option 1 Boundary Expansion including Carlaw Park and Gladstone Road and Option 2 Excluding Carlaw Park and Gladstone, but including Balfour Road and the potential effect this may have.

Lastly she described the programme schedule as follows

Waitemata Local Board Meeting post AGM, 14th Oct
Public announcement – end October



Public Meetings – November, Feb & March
Ballot end of April

Rosemary Eady wanted it noted that she supported the expansion but that she hoped that Parnell Inc.'s focus should not deviate away from the mainstreet as this still needed lots of attention.

Paul Spackman responded that the intention was not to take away from that, but rather to improve it. This includes the proposed strategy of a 'wish list' for the tenant mix in the existing BID.

Chris Dempsey queried the definition of boundary Option 2, clarifying that this is indicative not definitive. He asked if there could be a potential third option between the 2. Paul confirmed that the map options outlined are indeed indicative. Cheryl affirmed that a third option was possible, depending on sentiment while canvassing. Annie Inwood added that ultimately the businesses in each proposed area are the ones that choose the final boundary and we have time to decide our final intention.

Jason Galea responded that the Masfen Group, landlords in both areas, see the expansion as positive. Callum Baker, who also has properties in both areas, added that he had seen a big change in Parnell over the last months with landlords spending more money to get preferred tenants.

Chris Lynch left the meeting 7:08pm, tendering his apologies and best wishes to Jock for his health and to Paul, the best of luck as new Chairman of Parnell Inc. Committee.

8. BID Boundary Extension – Special Resolution to proceed - Paul Spackman

- That Parnell Inc. proceed to with a BID Boundary Extension, as explained

Reason/Explanation:

Parnell Inc. currently represents nearly 500 businesses along Parnell Rd. Since the BID was first established, the business/commercial area of Parnell has developed immensely including Carlaw Park, St Georges Bay Rd and The Strand. Many of these diverse, vibrant businesses are not represented by Parnell Inc. An extension of our designated BID boundary would be a distinct advantage to all the current members. Increased membership from the extended area would build the representation of our organisation into a much broader, better funded and re-energised agency that can address the underlying issues facing the precinct more effectively, be more sensitive to the requirements of the entire Parnell area, as well as market the unique mix of businesses to our competitive advantage.



Paul announced the Special Resolution as presented and discussed and asked for approval of the Special Resolution to proceed with a BID Boundary Extension

Approval moved by: Martyn Hamilton, Seconded by: Jason Galea, carried unanimously.

9. Indicative Budget Explanation – Cheryl Adamson

Cheryl explained the 3 budget options on screen with reference to the detail in the Annual Report.

10. Indicative Budgets Approval – Paul Spackman

Paul Spackman asked that the meeting approve all 3 Indicative Budgets for 2015 /2016 as follows:-

A. Subject to a successful Boundary Extension ballot for Option 1 boundary area, at a targeted rate budget of \$700,000

B. Subject to a successful Boundary Extension ballot for Option 2 boundary area, at a targeted rate budget of \$620,000

C. A 10% increase on the targeted rate for the existing boundary area should the Boundary Extension ballot not be successful, at a targeted rate budget of \$340,000.

Special Resolution - Indicative Budgets Approval

Approval moved by: Paul Spackman Seconded by: Callum Baker Carried unanimously.

10. Appointment of Auditor for the financial year ending 30 June 2015.

It was proposed that we appoint David Knightley as the Auditor for the following year

Approval moved by: Callum Baker, Seconded by: Rosey Eady, motion carried.

11. Auckland Council Update – Christopher Dempsey

Christopher initially referred to the BID Expansion and stated that everyone needs to be committed to this process and be prepared to go out to other businesses and campaign for them to come on board. He noted that he was happy to also do this with Cheryl.

He referred to the fact that the Council is actively working on the LTP (Long Term Plan) and stated this may mean no new capex projects and possible staff cuts.

Miles Nathan expressed frustrating at increasing rates with little value and Christopher responded on cap rates Callum also noted that sometimes the business differential is too great, that operating costs have risen substantially and tenants have to pay more. Christopher responded on the plan to equalize residential and business rates.

Christopher said he would advise Cheryl when to submit on the LTP. Annie added that when the draft LTP comes out, it is important that many businesses submit on what they want to see



happen because the more submissions the more opportunity there is to get a positive outcome from it. And this conversation is coming up with BIDS all over Auckland. Paul noted that we would definitely be submitting for the LTP.

12. General Business, Paul Spackman asked if there were any other matters.

Kelvin Ricketts asked if it could be minutes that this was the first time in the 4 years of his membership that he felt the GM was the right professional for Parnell and wanted to recognize Cheryl as such.

Paul added that he wanted to acknowledged the work done by Callum Baker, Miles Nathan and Alan Pack for getting Parnell Inc. where it is today in relation to the BID Expansion Process.

13. Paul Spackman closed the meeting at 7:28pm