



2011 Annual General Meeting

Tuesday 4th October 2011, 6pm

Jubilee Building, 454 Parnell Road, Titoki Room

Minutes

Welcome

Parnell Inc's chair, Carrick Graham, opened the meeting and welcomed those attending

Attendance

Name	Email	Business
Kristen George	Kristen@parnell.net.nz	Parnell Inc
Kelly O'Shannessey	Kelly@parnell.co.nz	Parnell Inc
Ricordo Simich	ric@oneagency.co.nz	One Agency
Ann Simich	Ann@oneagency.co.nz	One Agency
Chris Swasbrook	Chris.swasbrook@elevationcapital.co.nz	Elevation Capital
Carrick Graham	carrick@facilitatecommunications.co.nz	Facilitate, Communications
Gaby Schuemann	GYSchuemann1@aol.com	Intern
Cyril Dominikovich	Cyril@parnellrealestate.co.nz	Parnell Real Estate
Kelvin Rickets	kelvin@zlato.co.nz	Zlato
Jeannette Green	Elephanthouse@xtra.co.nz	Elephant House
Helen Bloomfield	Elephanthouse@xtra.co.nz	Elephant House
Heleni Thompson	Elephanthouse@xtra.co.nz	Elephant House
Nigel Watson	Nigel_watson@westpac.co.nz	Westpac
Fleur Denning	fleur@kellands.co.nz	Kellands
Christopher Dempsey	Christopher.dempsey@aucklandcouncil.govt.nz	Auckland Council
Phillippa Pitcher	phillippa@parnell.org.nz	Parnell Trust
Athol McQuilkin	wam@woosh.co.nz	
Wayne Bevins	waynebevins@gmail.com	Blue Elephant
Kent Hutchin	kenth@framecad.com	
Andy Waugh	Andrew.Waugh@aucklandcouncil.govt.nz	Auckland Council

1. Apologies

There were no apologies

2. Approval of the Minutes of the 2010 AGM

Resolved that the minutes of Parnell Incorporated AGM held on 14th September 2010 be taken as a true and correct record of that meeting.

Moved Chris Swasbrook, **Seconded** Rory McDonald

3. Treasurers Report

Parnell Incorporated operated at a loss of NZ\$ 2,266 for the year ending 30 June 2011. Over the past two years there has been significant investment in the Parnell Inc brand, re-locating the office /hub, developing an events /marketing program and planning a public arts program (for the future).

These investments are not yet complete and it is reasonable to expect that Parnell Incorporated will continue to invest both its future grants and reserves into these long-term programs over the next two years.

The Committee (and myself as Treasurer) are extremely conscious that we operate with a small budget and we continue to maintain vigilance on the overall cost structure of Parnell Incorporated to ensure we maximise returns on invested capital for the benefit of our members over the long-term. Where possible we are actively seeking out additional grants but are also seeking to develop other revenue streams from our existing work / product offer.

This is my second full year as Treasurer of Parnell Incorporated and it is pleasing to report despite a small loss in the year ending 30 June 2011 that Parnell Incorporated remains in a liquid position with the ability to continue its investment program to improve Parnell for its businesses, its residents and visitors.

Resolved that the Treasurers Report for the year ended 30 June 2011 , audited by David Knightly Accounting Ltd be accepted.

Moved Christopher Dempsey, **Seconded** Kent Hutchings

4. Appointment of Auditor

Resolved that Parnell Inc's Auditors Report (being page 1 of the Parnell Financial Statements for the year ended 30 June 2011) audited by David Knightly be accepted and the appointment of David Knightly Accounting Ltd to do the 2011/2012 Audit.

5. Chairman's Report

Over the course of the last year Parnell Inc has experienced significant change including the change in the management structure, office location and resource allocation.

The most significant change that has occurred is in how Parnell Inc is structured and resourced. As a result of the strategic review of Parnell Inc's objectives and the decision to split the role into two roles, we fare welled long servicing Parnell Inc Manger Debbie Harkness.

I would like to place on record the Committee's thanks and appreciation of Debbie's tireless support and promotion of Parnell. Over the last seven years Debbie has witnessed a myriad of changes to both the Committee composition and to our local area. Of particular note was Debbie's and the teams' very successful challenge to Infratil's plan to turn the Mainline Steam

site into a significant bus park which would see buses moving in and out of the site from 5.30am each morning. As a result of these efforts the proposal was withdrawn. We wish Debbie well with her future endeavours.

When we conducted the strategic review, it became very clear that the stretching objectives the Committee were seeking to achieve for Parnell Inc were not only too stretching for one person, but required a focus on different skill sets. The role was subsequently split into a Marketing Role requiring specific marketing skills, and an Office Manager role that managed the reporting and other requirements of running Parnell Inc's office.

We went through a very rigorous selection and interview process and were very pleased to be able to appoint Kelly O'Shannessey and Kristen George into these respective roles in June this year.

Alongside these appointments, Parnell Inc moved office to a street-front location in the Village. Can I please acknowledge Kevin Harvey for his support with this relocation. This new office location welcomes visitors and Parnell business owners alike, and provides greater visibility and accountability for Parnell Inc activities. We extend an open invitation to members to drop into the office and discuss with Kelly and Kristen how Parnell Inc can support their businesses.

It is of no surprise to anyone that despite the success and positivity generated by the Rugby World Cup, the economic environment continues to offer difficult trading conditions. Parnell Inc has a small budget and the Committee remains acutely aware that members contribute and that any funds received are invested wisely and carefully into activities that enhances and promotes Parnell and its members' businesses. Treasurer Chris Swasbrook will go into greater detail on the accounts.

Parnell Inc has certainly lifted its game this year and can I also take this opportunity to thank the Committee members who have given up their time to support Parnell Inc's activities. I would like to thank those retiring from the Committee including immediate past Chair Rory McDonald, Kent Hutchison, Kylie Sanderson and Fleur Denning for their support, advice and time given to the Committee.

The next twelve months are certainly shaping up to be an exciting time for Parnell Inc. We are investigating the expansion of our current BID area to include businesses down on Stanley Street, along The Strand and St Georges Bay Road. There are hundreds of businesses dotted along these streets that are proud to be Parnell based. Parnell Inc wants to ensure that they are supported and feel an integral part of the Parnell business community.

To ensure we are relevant and add-value to our members we have a very clear communications strategy being rolled out over the next year alongside including an events/marketing programme, building on successful events like the White Night art night, alongside exploring how to implement a public arts programme which we hope will see significant and visible public art works located in and around Parnell. Parnell Inc receives funding through a BID targeted rate collected from local businesses within our defined geographical BID area and is viewed as an important element in sustaining Auckland's economic growth. Auckland Council collects the targeted rate within our specific BID area and distributes these funds to Parnell Inc to administer the programme within our area.

The Committee has prudently kept the targeted rate at the same level for the past two years at \$0.014172 which provided Parnell Inc with funding of approximately \$285,000. Parnell Inc is requesting the Auckland Council to increase by 10 per cent the targeted rate on non-residential properties in order to achieve the goals outlined above.

It has been a delight to Chair a committee that comprises of experienced professionals all who have an unbinding passion for Parnell. The Committee is very conscious of its guardianship of public funds for the benefit of Parnell and are committed to seeing a more vibrant, positive and successful business community flourish in Parnell.

Resolved that the Chairman's report for the year ending 30th June 2011 be accepted.

Moved Chris Swasbrook, **Seconded** Cyril Dominikovich

6. Marketing Managers Report

The team at Parnell Inc are passionate about increasing the visibility of Parnell and as you know, the key ways we are focusing on this is through:

- PR and Events
- Our Digital Strategy and
- The Hub, our Visitors Centre.

So firstly PR. PR will continue to be a major drive for us with One Agency taking the lead. PR is essential to raise Parnell's profile and One Agency are utilizing their media contacts to achieve this. Since they have been onboard, we have achieved the following media coverage:

1. The Aucklander – Cover story and double page spread with title Parnell Rises (August)
2. The Opening of the Parnell Inc Visitors Centre (The Hub) in both the Urban Waterfront and East and Bays Courier
3. Re Launch of Parnell Inc – lead story (August) Sunday star times About Time. Over 30 images from the night on the Snapstar website.
4. About Town – Lead story. The English Team dine at Iguacu Diners get kick out of Jonny. This is the best way to describe how PR contacts work. Iguacu advised us on the Monday that the English team had dined at Iguacu, we sent this through to One Agency and the following weekend it was the lead story in About Time.
5. Rugby Fever – East and Bays Courier Sept and Sunday Herald My Happy Place
6. Leveraged Pr – Verve Aug and Oct

In the pipeline -

1. Metro with a story and a listing are coming
2. [Future Parnell is a constant story and angle that is gaining traction from media contacts ...Eye magazine are doing an angle with this.](#)

Some of our retailers are currently advertising in promotional publications and over the next month we plan to work collaboratively with them. Our objective is to encourage more businesses to advertise to maximize advertising impact and page placement and to be consistent with our advertising over the year. We will facilitate this process with plenty of feedback from our business members.

Eg of A to Z . . .

Xmas is also approaching and as Parnell is the best place in Auckland to find that special, unique gift, we want to make sure that Parnell isn't a best-kept secret. [With Christmas there will be a focus on gift lists and places to shop in media.](#)

Concierges

We are utilizing our partnerships with the concierges and have individually meet with each one from clef d'or who service internationally recognized hotels. This is the start of ensuring that Parnell is top of mind for recommendations with tourists and we will follow through with the opportunity for business owners to advertise in the Hotel Concierge Society Map .

A revived Parnell Inc Map for distribution will also be explored before the end of the year.

Events and Initiatives

In August Parnell Inc was re-launched with over 130 business people attending and The Visitors Centre , The Hub opened.

For RWC in Sept we launched the **Run with the Ball campaign** to run for the duration of the cup. We're delighted with the uptake by businesses - 30 in total – and are encouraged to talk with them regarding future loyalty programmes. Welsh Parties are being held at participating bars each time the Welsh team plays.

For November we are working with One Agency on our next major event: the Waiters' Race combined with the traditional market day and Rose festival and introducing a taste of Parnell. This is going to be bigger and better than before.

We have a 5 year plan for lighting up Parnell and this will be the focus for Xmas 2011. This year we are planning to start with a bang and light up the large Norfolk pine that is opposite the Hub. This will be the largest installation of fairy lights in NZ and will create plenty of PR and marketing opportunities.

We will have a street party in November to officially turn on the tree and are planning plenty of activity around this.

We don't have the budgets of our neighbouring suburbs so we will build on the lighting over a 5 year period, rather than decorations been useable for only one year. The end result will be Parnell being known as the "district of lights" - our goal is rival Franklin Road.

A sub committee was formed for Lighting up Parnell and we thank Miles Nathan and Chris Swasbrook for devoting their time to make this happen.

Future Plans

With our digital strategy, the **consumer newsletter** has a new look and feel and now enables businesses to market through this medium. This newsletter is about engaging with the community and keeping them up to date with what is happening in Parnell.

For the first time our businesses are able to provide deals out to our database. Eg of deals

We are working on expanding the database with the end result of driving revenue from the site. Visitors to the Hub are being invited to join the emailing list and we will be doing a subscription drive around the community with letter box drops and working in with the cafes and retailers.

The website is being rebuilt through a partnership with Yellow. The site will become dynamic with reviews and vids (art gallery opening nights, restaurant events and so on), to engage the community. The site will be completed by Xmas.

Through the consumer newsletter, coming website and media advertising opportunities One Agency will work with Parnell Inc as a brand gaining contra and cash sponsorships measured

for value back to business and investors. This will incorporate platinum / gold/ silver sponsorship levels.

We are also now in the process of revamping our Facebook page with more followers, a twitter account with the right followers, a Youtube presence and Google Places verified. This ensures that we will be found online and is a cohesive linked campaign.

The Hub – The Visitors Centre is a great asset to Parnell and is now open 7 days 10am – 4pm each day. On average we have approx. 15 - 20 visitors a day being locals as well as tourists.

There is now a drive for Parnell Businesses to realize the potential of the Hub to promote their services to other local businesses as well as appealing to the tourists. This should be part of their marketing programme.

It is tough out there: we need to be working to making this an opportunity. It is the best time to start building and mentoring the Parnell spirit to buy and use services locally - this in turn grows existing business and recruits new.

2012 sees the tennis flow through onto Urbis Design Day and White Nights it is our intention to put the focus on these sectors and have Parnell Inc own them as much as possible. This covers the sectors - Design and Lifestyle and Arts and Culture

Our aim is to increase the visibility of Parnell and by working together, being consistent and focusing on the 3 areas of Pr and Events, Digital and the Hub we will start to make a difference.

We value your ideas and your feedback, good and bad, so we are always moving forward and improving Parnell together.

Resolved that the Marketing Managers report for the year ending 30th June 2011 be accepted.

Moved Chris Swasbrook, **Seconded** Fleur Denning

7. Approve the 2012/2013 Targeted Rate

We are aiming to see approval for an increase in our Targeted Rate which we haven't applied for in two years. The bottom line needs to be that we invest in programs such as upgrading the lighting, upright the pin oaks, invest in Parnell and redirecting all spend to longer term capital investment.

The aim is to create greater pedestrian traffic to the mainstreet and surrounding streets and bring back the excitement to Parnell. We have tough competition from the likes of Britomart, Ponsonby, Remuera and now Wynyard Quarter. We would like to apply for 10% increase on the approximately \$280,000 we currently receive.

8. Appointment of Executive Board

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

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

Returning Committee Members

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

New Committee Members

Wayne Bevins, Blue Elephant Restaurant

Rory McDonald, Kent Hutchings and Fleur Denning have retired from the board. We would like to thank them for their dedicated time they have spent over the years. Their contribution has been outstanding.

Resolved that Parnell Inc's Executive Committee members determine the position of Chairperson and / or Treasurer for the 2012 Committee at the first meeting following the 2011 AGM.

Moved Christopher Dempsey **Seconded** Fleur Denning

9. General Business

a. Kent Hutchings

Commented how much he has enjoyed working on the committee and feels positive moves are taking place in Parnell under this committee.

b. Kelvin Ricketts

Been in business in Parnell for one year and feels there is a bit of apathy from the business and encourages them to come forward and comment. The new face of the hub will assist businesses to do this. Commented that the businesses needed to make their own investment as well.

c. Cyril Dominikovich

Congratulated the committee members for their help in making Parnell Inc more approachable and accountable. We have a lot of competition out there and this has been a very positive move.

d. Wayne Bevins

Looking forward to being on the committee and mentioned that the White Night was a very successful event.

e. Phillipa Pitcher

Phillippa is from the Parnell Trust and would like to link the foundation and Parnell Inc more closely. They have a complete untapped market of around 300,000 and would like in the future to work together in a more proactive manor. Kelly, Kristen and Phillipa to have a meeting to discuss options.

10. Christopher Dempsey

Christoper Dempsey is on the Waitamata Local Board. His roles include overseeing the budget and good business practice on behalf of Len Brown.

Congratulations from Mayor Len Brown and Waitemata Local Board for Parnell Inc's fine

performance over the year. My role is essentially the oversight of finances, and in that light, given my previous experience with another Business Association that had built up reserves, it was pleasing to see a deficit of \$2k, as it tells me that the Business Association is working well in seeking opportunities for its members. Lastly the Auckland Plan/City Centre Master Plan/ Waterfront Plan is open for submissions to 25th October [now extended to 31st October]. Three masterplans have been released this year, one for Rodney, one for the City, one for the waterfront.

Introduced Andy Waugh and acknowledged his support for the 46 main BIDs he looks after. Andy is is the throws of implementing a fixed role and then fairer system in terms of a more uniform policy. Andy also touched on Increasing our BID area and how time consuming it is and a considerable financial investment.

Meeting ends

There being no other matters for discussion, the formal business proceedings of the Parnell Inc AGM concluded at 7:15pm.

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

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Carrick Graham – Chairman

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Date