

MINUTES

Parnell Inc. August 7th 2012



Venue Elevation Capital, 77 Parnell Road

1. Welcome: The meeting began at 4.05pm. Present at the meeting

Christopher Swasbrook (Deputy Chair / Treasurer), Wayne Bevins, Kelly O'Shannessey, Kristen George, Carrick Graham, Andy Waugh, Sally Jackson

2. Apologies:

Athol McQuilkan, Christopher Dempsey (Local Waitemata Board representative)

3. Confirmation of Minutes from previous meeting

Welcome

Motion: That the minutes of the last meeting be taken as a true account of the meeting.

Moved/Seconded: Carrick / Chris, Carried: All

Welcome Andy Waugh (Auckland Council) and Sally Jackson

4. Presentation of Partnering Agreement and Incorporated Society Act to be presented at AGM

Andy Waugh from Auckland Council presented the MOU and Partnering agreement. These documents will be presented at the AGM along with the BID policy. The partnering agreement is a mandatory document to be adopted and the MoU between Parnell Inc and the Local Board is not mandatory.

With the policy came a partnering agreement between Auckland Council and BID. Two things are we need to abide by the policy and manage bid in professional manor. It is a non threatening document. Working together for the betterment of the area.

Carrick mentioned do you have to be a member to comment on policy. CS noted that the documents are to be posted on the web site so it is thoroughly visible to all members. Partnering agreement mandatory and needs to be included in our AGM pack.

MOU is to strengthen relationship between local board and BIDs. Key thing in constitution is voting rights. Propose at the AGM we are going to adopt a new constitution.

KG to circulate template constitution to committee.

Draft notice of meeting to be sent to Andy prior to meeting for Andy to review.

KG would like to thank AW for all his work for us on this issue.

5. Financial Update

- As at 30 June 2012 - the surplus for year was NZ\$ 55,948 - this may change slightly post audit adjustments.
- Overall the reported surplus is a very pleasing result given the major items of capex we undertook and the events we held over the past 12 months.
- Major capex => Tree lighting NZ\$ 36,551 for the year - which included the Kauri Tree and the "Parnell Beacon" - this amounted to 12.61% of total revenues.
- Major Events => Waiters Race, Parnell Beacon Xmas party, etc - total capex on events and marketing ~NZ\$ 50,000 or ~17% of total operating expenses.
- We also relocated the office to an on street location - while the capex and cost of relocation was not significant. Parnell Inc's rent did increase to NZ\$ 17,407 for the past 12 months. Note - this will increase again to ~NZ\$ 24,000 per the terms of our lease in the year ahead.
- Salary costs were 27.5% (NZ\$ 79,728) of total revenues and were the single largest operating expense of Parnell Inc.
- Higher Grant income kicks in this year - The quarterly grant increases to NZ\$ 77,389 per month up from NZ\$ 70,354 per month - effective July 2012.
- We remain in a sound financial position with over NZ\$ 110,000 in surplus funds on the balance sheet. The intention remains to invest these over the long term into projects that benefit Parnell.

Carrick noted that people might question the surplus at AGM.

Andy Waugh mentioned the \$28k deficit with council. The rating department will not take it out of our budget but this could lead to potential rate increases next year. Council undecided at this stage but should be discussed at the AGM.

Motion: Budget

Moved/Seconded: Christopher / Miles; Carried: All

6. Parnell Roundabout

Kartia Fraser of North South Environmental Law and Miles Nathan working together and have requested background reports from Auckland Transport and they provided 4 disks. Kartia has gone back to them requesting 1 disk and the information in some coherent order. Committee needs to review our views and decide where we stand as a committee.

Wayne commented that 99% of business community didn't want it after a walk up and down the street.

John Binsley of the Parnell Community Committee (PCC) made several submissions that have been unfruitful with to date with the council. It has never been established who bought it up the roundabout proposal initially. The PCC believe that it will reproduce the problem that the Newmarket roundabout has created. A Roundabout with a single lane is always going to create congestion.

PCC suggested they open the connection to Augustus terrace for Right Turn, feel solution causing greater problem – traffic in. No right turn into.

Need to get an update from Auckland Transport. Combine forces with PCC – Miles and John can liaise.

Lawyers to keep up the good work.

7. Lighting Committee Update

Miles Nathan is pleased to announce that Christina Tan who is the lawyer for the new owners of the tree at 320 Parnell Road verbally agreed to continue lease with changes to current agreement. She wants both parties to be locked in for 5 years and we will install a Power Check meter at a cost of \$150 from Asco.

Lighting Committee have various projects on the go that have been priced.

1. Quotation for refurbishment for existing trees 11 trees \$26,325
2. Price Tribeca corner tree \$4,133 – thought too much so requote required
3. Heard Park Front area \$4,084 - back heard park \$4,665

Total \$39,207

Miles recommendation was to firstly do point 1 and 2 and look at Heard Park after that.

Budgeted 23K in tree lighting, Parnell Trust all 4 trees to be done. CS has done a deal with Parnell Trust concerning storage. Work closer with Parnell Trust. CS & MN agreed to refurbish existing and Tribeca and undertake Heard Park later – combined with art in 2014. Sign off on that basis.

Committee agreed to that \$35,000 is the total budget for lighting this year and MN received approval to negotiate with the lighting contractor with this budget. The plan is to undertake a refurbishment of the existing trees in Parnell (11), undertake the lighting of two trees outside Parnell Inc office (new) and the 4 trees outside Tribeca (new).

8. Office Update – Monthly Report

Kelly outlined the activities of the Parnell Inc office for the last month including a breakdown of retail, service operators, hospitality providers and landowners that they have engaged with and sought feedback from. A Parnell Inc timeframe outlining Strategic Planning, Events and PR & Advertising was also distributed.

Work is continuing with Jillian De Beer for further research. This is the first stage with the setting of our revised strategic plan as per our timeline and overview doc. Jillian will present research at the next Committee Meeting.

Interns started full time this week. Focus for first 4 weeks is updating and checking each website listing. Time intensive and they will be highly visible on the street. Intern confirmed for Nov – January.

Working with Eventfinder for a feed for our “what’s on” tab. This will be automated based on the filters chosen and will also include an automated template for a “what’s on” weekly newsletter. Zzilli working through costs.

Events in Progress

1. Business: The Geyser Launch with Samson
2. Art Week – great response from Art Galleries, great to see
3. Community: Tomorrow Parnell
4. AUT Spatial Art Installation in Heard Park

KO clearly outlined where we are at with the process of developing the Strategic Plan and provided a detailed document. This has been worked since February and KO showed each step that has been taken. It is very important it doesn't lose traction with KO leaving.

Step 1 - Define our current position

- Research
 - Marketview spend broken into categories (paid research)

- Council and Retail mix (Council provide this service free)
- Survey / research members
- Expert knowledge sort with Jillian de Beer

Step2

Define the vision of Parnell, what makes Parnell Unique

Step 3

Strategy and Vision Implemented

- Develop close working relationships with Landlords and gain buyin for vision.
- Commercial/retail strategy– agree on attraction strategy for retail and commercial tenants. Commercial toolkit (Best of Parnell).
- Retail – market strategy (late nights / Sunday shopping / Summer Season / Art / Carparking / signage)
- Member Marketing
- Events

KO stressed the importance of building relationships with landlords. This year we have gained great traction in this area. Before Landlords are addressed as a group, we need to complete our research and have a plan so we are not only addressing issues in Parnell, but also a way forward with their buy in.

9. Train Station and Tunnels of Parnell

They will close the rail link this Christmas and following Christmas open it 2014. Have a party sometime mid next year.

10. Banners Across the Street

KG & MN to apply for consent for cross street banners with Auckland Council.

11. Christmas Decorations

Parnell Inc receives criticism for not doing enough for Parnell in the way of Christmas Decorations. This year we need to have a two-year plan and get the ball rolling. Kelly found some Christmas decorations that will look good and has some quotes to be accepted by the committee. Bring all garlands back from Parnell Trust and put around village. Several options were looked at through Network Visuals and Ton. Wayne was in disagreement with spending that much budget on Christmas Decorations suggested everyone was away. The balance of the Committee disagreed with this view and feels after several years of disappointing feedback that we need to invest.

Kelly was tasked with coming back with some more options / quotes.

12. Introducing Sally Jackson

CS Introduced Sally Jackson to the committee. Sally has been volunteering for us on Fridays and will now be taking over Administration. Excellent report and hand over from Kelly O'Shannessey. Sally will be focusing on Administration and council relationships first and foremost three days a week. Then we will assess what other support Sally will need from then on. Report from Jillian will give us more information for Parnell. Continuity of the office is important. Handover from Kristen and Kelly has commenced.

Thank you to Sally for stepping up at short notice.

13. Staff & Committee Departures / New Committee Members

Kristen will be leaving Parnell Inc on the 23rd August 2012 to go on an extended holiday to Europe and Kelly is leaving to fulfill another position.

Carrick is resigning, as Chair and this will be his last committee meeting to focus on his business and other ventures.

Carrick would like to personally thank from the Committee Kelly and Kristen.

Wayne is also resigning from the committee and the committee would like to thank him for his contribution being a restaurateur on the ground.

Committee to decide at the next meeting who the new chair is.

Athol and Miles would be grateful for Deputy Chair Chris Swasbrook to step into position of Chair in the meantime.

14. General Business

Miles mentioned the new Sienna fit out and their new Ralph Lauren fashion line.

KG to look into Bean Bags and more deck chairs

Parking signs were investigated and it was a concern from the committee and Auckland Transport that it would create visual pollution when they are trying to minimize all the street parking signs. This will be added back to the agenda in three months.

Wayne will send an email the KOS with comments on the facebook functionality we need to look at on the web site. KOS will forward to Ilya.

Miles to provide a monthly crime report for newsletter

Promoting Sculpture – CS prioritize for early next year.

MN like to report thanks to Carrick, Krissy and Kelly

WB – police report, spoke to Callum and perhaps tracked down some regular burglars. Look out for people on push bikes and roading gangs.

AW noted that we work for a very risk adverse council and the committee had a discussion around the hand over, targeted rates and financial systems. CS mentioned that authorisation is required for every transaction by two parties. Thanks to Carrick, Kelly and Kristen. Wayne – lighting project

Wayne thanks Andy

JB looking forward to working with Miles on roundabout and he will also attend AT meeting

Link all the Parnell groups PCC, PH, PT, Waitamata local board.

Parnell Roundabout

Roundabout – no update from Christopher Dempsey

The meeting finished at 5.45pm
Taken as true account of the meeting

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

Future Parnell Inc Committee Meetings

September 11th 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
AGM 2nd October 2012
October 9th 2012: 4:00pm. Venue TBC
November 6th 2012: 4:00pm. Venue TBC