

MINUTES

Parnell Inc. December 8, 2010



Venue 4.30pm at MacDonald Pilcher Partnership, 92 Parnell Road.

**Actions
Required**

1. Welcome: Present at the meeting:

Carrick Graham (Chair), Cyril Dominikovich, Kent Hutchings, Fleur Denning, Athol McQuilkan, Christopher Dempsey (Waitemata Local Board representative), Shale Chambers (Waitemata Local Board chair - guest), Debbie Harkness and Cynthia Crosse (Parnell Inc. marketing support)

2. Apologies: Miles Nathan, Christopher Swasbrook, Kylie Sanderson

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: Rory/Athol **Carried:** All

* Missing items raised by Carrick:

- 1) Action plan to be reviewed **quarterly** - noted as Action Plan to be reviewed regularly (item 5)
- 2) DH to seek feedback from art galleries to Auckland Art Week (already minuted under item 6)

4. Matters arising from previous meeting

- DH still to seek feedback from art galleries on Auckland Art Week.
- Cyril raised the idea of having a statue of Sir Keith Park in Heard Park. Carrick advised that all proposals / ideas should be submitted using the Briefing Paper created to capture and share ideas, to be sent to the committee with the meeting papers. DH to send out Briefing Paper form with every minutes.

5. Introduction & overview of Parnell Inc activities

Carrick provided Shale and Christopher with an overview of Parnell Inc.'s activities and aims:

- Activity plan and strategy to be reviewed quarterly. Events aimed at generating noise and attracting media interest.
- Art strategy to be developed by committee members Chris Swasbrook and Kylie Sanderson. Aim to utilise public areas. Plan in development for White Night, part of Auckland Festival, on 12 March, 2011.
- The Parnell Waiters' Race, reintroduced in May 2010, has potential to be developed into an Auckland-wide event. It's fun, lively and assists Parnell's hospitality sector.

Shale commented on Parnell Festival of Roses, which takes Council budget of \$55k - representing a large percentage of the Waitemata Ward's funds. (Parnell Inc. no longer contributes towards the event at the Rose Gardens, but has its Parnell Road Market Day on the Saturday of the festival.)

6. Christmas Decorations and promotion

Carrick summarised strategy for Xmas agreed earlier in the year by the previous committee:

- The decision to try a different, creative approach to Xmas promotion with Good Wreath!, the exhibition of 20 artistic wreaths in Parnell store windows.
- To forgo traditional Xmas decorations along Parnell Rd, and to gift existing stock of garlands to The Foundation Building and Jubilee Building for their decoration.
- To have mirror balls in pin oaks on east side of Parnell Rd (silver balls chosen by committee).

Discussion about the lack of success of this strategy (to be reviewed and reported on in the new year) and the need to create some Xmas ambience in the Parnell Rd shopping area as quickly as possible in order to assist retailers in this season, with its potential for highest sales.

Also discussion and acknowledgement that many Parnell retailers needed to improve their own decorations and store fronts in this period. In comparison with Ponsonby, where most street lighting and decorating is provided by retailers themselves, Parnell falls short.

Agreed to investigate potential festive offerings to improve street ambience before Xmas.

Since this meeting, Parnell Inc has done the following:

1. bought and decorated 27 live trees in the Parnell Rd shopping area
2. bought and bagged 500 Xmas mince tarts from Pukeko Bakery (Ayr St), to be given out in the street by Xmas angels and Santa on December 16, 17, 22 and 23.
3. Hung remaining stock of Xmas garlands around perimeter of bare awning frame at 99 Parnell Rd (Mink Café corner).

Agreed to seek input and suggestions from members early in the year, in order to scope and plan for Xmas decorations in 2011.

7. Parnell Train Station

Parnell Inc. continues to investigate and promote options for the development of the KiwiRail land / future Parnell Train Station site.

8. Snapshot survey of members

41 members responded to the survey, being a 9% return on member numbers. Results were mostly favourable and members had made valuable comment and suggestions. DH to investigate ways to encourage member feedback and suggestion online. Carrick aims for greater involvement and interest from members.

9. Creative Quarter Manager's Report

Council Liaison

Comment on observed decline in quality of services provided by Council. Since the meeting, DH has had a meeting with Parnell Inc.'s Council BID liaison officer, Andy Waugh, and pointed out areas in need of significant improvement including: maintenance of brick pavements; removal of pin oak tree pits and replacement with porous paving (and possibly uplighting at the same time); addition of remaining tree planters and adjacent bench seating (to follow 3 planters put in place in 2010); maintenance of Heard Park (cigarette butts, tree pruning, rampant rose bushes taking up half the bench seating space etc). Andy will submit works requests and has already lodged maintenance requests with relevant Council divisions.

Wayfinding Signage

DH to enquire about timing of the project and implementation of signage. Given complexity of signage, Fleur advised it best that this was done accurately, rather than rushed through.

RWC 2011

Brief discussion of this event, which most BIDS are already well into planning for. Parnell Inc. had held a meeting with a number of members earlier in the year and investigated some proposals, many of which were too costly to consider implementing.

Council has given Parnell Wales, in its Adopt A Second Team plan. Parnell Inc needs to decide whether to take up this offer (which comes with a package of subsidised street and store decorations). Parnell Inc needs to 1) advise members of opportunities available to them. (Much documentation needs to be reviewed first, including how to avoid MEMA - Major Events Management Act - penalties for using banned marketing methods/associations.) and 2) Decide how to participate in this event, and if so what events might be

created/managed.

Committee Strategy Session - Late January

Since the meeting, DH has met with Alan Wilcox, who very ably facilitated a strategy session for Parnell Trust recently. He is available for a session in the last week of January. Details to be forwarded to the committee.

White Night art event March 12, 2011

Parnell Inc is to support White Night, March 1, 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. Since the meeting, Kylie has sourced artists for 2 of 3 installation sites. DH and CC to meet with KS to discuss further activities and marketing around this event.

Longevity Certificates

DH still has to deliver certificates to about 100 businesses and sought help in personally delivering these to members. Athol volunteered to assist.

10. General Business

Cyril Dominkovich regretfully tendered his resignation from the committee due to a conflict of interests, recently arisen in his business. Carrick thanked Cyril for his service and commitment to Parnell and Parnell Inc.. Following the meeting, Cyril submitted a written resignation to Carrick.

The meeting finished at 6.30pm
Taken as a true account of the meeting.

Signed Date:

Future Parnell Inc Meetings

January – last week of January strategy session 8am – 12.30am. Jan 25, 26 or 27 (TBD)

February Committee meeting: Wednesday 9th, 4.30pm. Venue to be confirmed