

MINUTES

Parnell Inc. February 9, 2011



Venue Elevation Capital Management offices, Suite 1, Ground floor, 77 Parnell Road

**Actions
Required**

1. Welcome: The meeting began at 4.40pm. Present at the meeting:

Carrick Graham (Chair), Chris Swasbrook (Deputy Chair), Kent Hutchings, Athol McQuilkan, Rory MacDonald, Kylie Sanderson, Christopher Dempsey (Waitemata Local Board representative), Debbie Harkness

Guest: Andy Waugh (Economic Development Advisor, Town Centres & Business Precincts, Economic Development, Auckland Council)

2. Apologies: Miles Nathan, Fleur Denning

3. Confirmation of Minutes from previous meeting

Motion: That the Minutes of the December 2010 meeting be taken as a true account of the meeting.

Moved/Seconded: Rory/ Christopher **Carried:** All

4. Matters arising from previous meeting

- Christopher requested an update of the Arts Strategy from Kylie & Chris
- Kent tabled a format to allow the committee to keep track of actions to be followed up on from previous meetings (see Appendix for example)
- DH to contact Athol re offer to help distributing "longevity certificates" to non-retail members

Andy Waugh – Auckland Council Economic Development

Carrick introduced Andy Waugh to committee members. Andy was assigned to Parnell Inc under the new Auckland Council structure. Andy explained that while he has been able to effectively follow up on neglected Council services in response to requests from Parnell Inc., as a member of Council's Economic Development team, he is able to support Parnell Inc's pursuit of weightier initiatives within Council.

Andy explained the structure of the Economic Development team, headed by Janet Schofield. He made himself available to attend any future Parnell Inc meetings, at the committee's invitation. The committee would like to invite Janet Schofield to attend a future meeting.

Changes to BID constitution

Andy summarised necessary, but minor changes to the constitutions of all Auckland BIDs (Business Improvement Districts), brought about by the new Auckland Council structure. These relate to :

1. Representation change from Hobson Local Community Board to Waitemata Local Board
2. With only 10 Auckland Councillors, there is no Councillor representation on BID committees
3. Reduced requirement from 10 to six BID committee meetings a year.

The changes need to be reviewed by the committee and a Special general Meeting held to ratify changes. (Rory to review Special General Meeting mail out vs email requirements of old constitution). A SGM requires 21 days notice given to members, but the SGM can be held at the beginning of a future committee meeting.

Changes to BID policy

Andy explained that Council would also be reviewing the policies under which Auckland BIDs operate. This will take place, with public consultation, over 2011.

Rory

Other issues raised with Andy were:

Rory questioned whether there needed to be any changes to Parnell Inc.'s **Public Liability Insurance status**. Andy confirmed that existing coverage agreements could continue.

Parnell Town Centre Security Review (Chris) – how could Parnell Inc follow up on recommendations made in this report to improve street lighting. Andy to review report and pursue.

Parnell Art Strategy (Chris) – what assistance could Council provide to help Parnell Inc. build on the success of Mountain Fountain's relocation to Parnell and add more public art to the area?

Leveraging public assets – assistance needed to allow Parnell Inc to leverage public assets (e.g. public spaces) to attract more people to enjoy Parnell. E.g. possibility of erecting a large Xmas tree in Heard Park without incurring high (\$12 - \$15,000) resource consent costs.

Improved broadband access – Andy can help Parnell Inc. explore avenues for local businesses to gain improved broadband access.

The committee thanked Andy for his attendance and for his ongoing support.

5. Creative Quarter Manager's Report

a. Pedestrian traffic survey

In mid-December, 2010, Parnell Inc. conducted two full-day pedestrian traffic counts (Wednesday & Saturday) at 8 points along Parnell Road, in the Parnell shopping centre between St Stephens Ave and Heather Street.

Committee members questioned the rationale for conducting a survey when the data could not reliably be compared against previous years' data (given variety of factors including possible presence of a cruise ship in Auckland on a surveyed day, weather conditions etc). In addition, pedestrian traffic at various points along Parnell Road is affected by factors including presence of pedestrian crossings, ATM machines, bus stops and high traffic premises such as the Post Office and Parnell Paper Plus.

Potential uses of the survey data would be to quantify perceived movement in pedestrian numbers, year on year; and to allow new businesses to assess potential along the street. Committee members believe that owners of potential new businesses make their own assessment of business viability based on their own observations.

An automated count was suggested. DH related how equipment bought several years ago gave wildy varying results that could not be relied on. That equipment has been uninstalled and DH will attempt to find a buyer for it.

Due to the high cost of the count and its questionable value to members, the committee decided to discontinue future counts.

b. Cruise Ship Seminar

Three member businesses attended (from 12 acceptances) this seminar, held 8am Monday 24th January. The seminar was organised for Parnell retailers, given high interest in the potential business from cruise ship passengers. Timing may have been a factor in poor attendance. Other factors suggested were lack of time for people running their own businesses; lack of interest; and apathy.

The seminar was highly informative, with two members talking (Craig Harris, Managing Director, McKay Shipping and Chair Cruise New Zealand; and Mark Kinchley, Sales Manager of Royal Caribbean Cruises).

The poor response led to a general discussion on Parnell Inc's lack of success in attracting

members to organised events including Thinkers & Shakers series and Business After Fives.

c. iSITE visit

8 iSITE staffers were shown around Parnell on 27 January. The visit was a huge success with the staffers leaving with a very positive impression of Parnell. Subsequent feedback is that they have been recommending a visit to Parnell to tourists. A follow-up tour is planned in August, prior to RWC 2011. The same tour format can also be used for concierges of Auckland's top hotels.

The iSITE tour is to be an annual event, to be scheduled in Q3, prior to the busy summer / cruise ship season.

d Intern changes

Kaplan International College continues to provide interns, who are a great free resource for Parnell Inc. Marah Blaurock left after being with us for 6 months. Giulia Ambrogio will be at Parnell Inc for 16 weeks from Feb 14 – Jun 3.

6. Treasurer's Report

Chris reported that Parnell Inc was in good financial shape and currently highly liquid. The association is forecast to carry a surplus. The budget is to be revisited following decision to put \$10k to White Night (March 12, 2011), and to take account of other expenditures planned in the coming year.

Parnell Inc. is forecast to run at a surplus of \$52k. However excluding White Night and RWC 2011, the anticipated surplus is \$25k - \$35k to allow longer term plans to commit capital to other projects.

Resolution to budget for a surplus

Moved/Seconded: Kylie/ Chris **Carried:** All

Commenting on the budget, Chris noted that the budget is running better than forecast. He noted that some events are expensive, but that Parnell Inc is not wasting any money. The events strategy will determine the next budget.

Resolution: That the Treasurer's report be accepted

Moved/Seconded: Rory/ Christopher **Carried:** All

7. Discussion: Draft Framework for evaluating Events & Marketing

One of the actions resulting from the January 25th Parnell inc strategy session, facilitated by Alan Wilcox, was the development of a project management framework. This framework is to be used to assess the potential of each substantial and strategic project activity. It was agreed at the strategy meeting that DH would do further work on the framework and create a project brief to test project initiatives against.

A draft framework capturing content covered at the strategy session was tabled in addition to a draft Project Brief, to be used to brief committee members (and for committee members to use for any new project ideas they wish to put forward to the committee).

DH provided two examples of the project brief in action – covering assessments of the Parnell Waiters' Race (combined with Market Day) and a proposal for a Design Hub brochure.

The documents sparked debate about the value of the strategy session, the scope of future meeting agendas and the roles of the committee and the Parnell Inc manager.

Kylie volunteered to rework the framework and/or project brief incorporating the brand values agreed and summarised at the Strategy Session as:

Kylie

*Creative, colourful, vibrant, innovative
Friendly inclusive business and community hub
world-class boutique sophisticated
Leading original and cool*

General discussion on future events included:

- That future committee meetings should focus on updates of events in progress and approvals and planning for events two quarters into the future.
- That Parnell Inc should be able to “think on its feet” and react to event opportunities as they arose in some cases.
- That certain events/projects are likely to require specialist expertise to succeed.

8. Review & Prioritise Actions from Parnell Strategy Session

No discussion on other actions captured from the session

9. Parnell Train Station

Rory gave an update on progress for a proposed use of KiwiRail’s Mainline Steam site. A meeting with KiwiRail executives has been delayed.

10. General Business

Christopher raised several issues

1. **Parnell Art Strategy** – CD volunteered to help progress this strategy, once formulated, at Council.
2. **Hulme Court** remains for sale. Council is unlikely to have funds to acquire this heritage building.
3. **Changes to Link Bus route** are to be introduced, following public consultation. The shorter inner-city Link bus route and longer outer loop route will both pass through Parnell.
4. **Taxi Stand safety** – proposal with Council to provide lighting, seating and security camera and guard at night-time taxi ranks.

The meeting finished at 6.45pm
Taken as a true account of the meeting.

Signed Date:

Future Parnell Inc Committee Meetings

March: Wednesday 9th, 4.30pm. Venue to be confirmed
April: Wednesday 13th, 4.30pm. Venue to be confirmed

Appendix: Example of form to track follow up of items raised at Committee meetings
(Source: Kent)

Board Matter follow-up from October 10 at 7 December

Follow Up Items	Follow up	Status
Member Survey Post survey actions include: Thank you to people participating List of actions Establishment of forum etc	Nov 10 email sent Dec 10 - working on forum	In Progress (Apr) (Jun) Outstanding