

MINUTES

Parnell Inc. March 9, 2010



Venue 92 Parnell Road, MacDonald Pilcher offices

Present: Rory MacDonald, Hinu te Hau, Chris Swasbrook, Carrick Graham, Nick Travaglia, Simon Glasgow, Debbie Harkness, Sara Borgeest (intern)

2. **Apologies:** Miles Nathan, Simon Glasgow, Athol McQuilkan, Sherryn Mehta

3. **Confirmation of Minutes from previous meeting**

Motion: That the Minutes from the February meeting be taken as a true account of the meeting.

Moved/Seconded: Nick/Debbie **Carried:** All

4. **Matters arising from previous meeting** None

5. **Creative Quarter Manager's Report**

Discussion on Manager's Report

Chris commented that the intra-month Manager's Report (Appendix), distributed to the committee on February 24 is a good format to maintain and that feedback to it was positive. DH to continue with committee updates via mid-month report.

DH gave an update on the **Summer in the Park** promotion – a weather dependent guerilla marketing initiative. The promotion is being managed by Cynthia Crosse, who is securing good interest in participation from Parnell businesses. To start by following week.

Motion: That the Creative Quarter Manager's Report be accepted as read.

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

6. **Review of Business Plan/ Action Plan for 2010**

Comments on 2010 Action Plan summary table

Committee commented revised Parnell Inc Action Plan 2010 (table format).

Hinu thought the format was great and provided a great tool to enable the wider community to know what's happening in Parnell.

Action Plan to be sent out with a covering letter (draft from DH sent to Rory, 8 March) once keynote speakers and venue are confirmed for Q3 Business Seminar Series.

DH to approach Auckland Museum for better price than originally quoted by Museum. See Vanda Vitali. Chris volunteered approaching Nestlé with DH, re Fonterra seminar.

Rory recommended retail leasing expert as a speaker for Parnell retailers. – part of an ongoing series of smaller seminars for Parnell Inc business members.

6.1 **Promotion, Events & Marketing**

Creative Business Awards put on hold this year. Instead Committee agreed to programme of three premium Business Seminars for Q3.

Parnell Darling story ideas: Mountain Fountain; profiles of local businesses, eg Nestlé; profiles of committee members.

New banners: approval to order new set of banners immediately.

Recommendation from Hinu to apply for Creative Communities Funding – applicable for Holy Trinity Mountain Fountain event

6.2 Strategic Management

Agreement to hold off **BID expansion** in 2010. Parnell Inc to work on building relationships with Parnell businesses in the expansion area to gain support for membership drive. DH met with Annie Inwood, March 8, and was given a comprehensive set of data on businesses in expansion area. Up to 90% of membership will be commercial (i.e. non-retail) if the expansion succeeds. DH to send summary of info to committee. Annie Inwood to brief committee at May meeting. Committee to decide on date for expansion voting following meeting.

Property owner meeting – suggested date, 27 April. Now to become a forum for John MacCulloch to discuss concerns with other property owners (see **Item 8**). DH to develop agenda with Miles.

6.3 Business Development

Member networking – DH advocated return of regular business networking for members, with requests being made by members. Need to develop format that does not require funding by Parnell Inc. and includes informative speakers. (Budgeted networking funds re-allocated following meeting with Chris and Carrick last year, with recommendation that networking should be funded solely by host businesses.)

Security – Parnell Inc to apply for additional security funding on offer through Council grant, with money to go to a security patrol of Parnell Road for Friday night (as per Wednesday night service).

6.4 Urban Design & Heritage Environment

Proposal to remove bus stop delivered to top-end of Parnell Road residents by email on March 8. Sara to start gathering signatures March 10. Proposal and signatures to be sent to Council with covering/supporting letter from Hinu providing Hobson Community Board endorsement.

DH to discuss proposed changes to tourist bus parking changes with Hinu. (Bus park on Birdwood Cres to be replaced by changing Newmarket-bound bus stop at St Marys to tourist bus park. Bus park opposite Heard Park to stay.)

6.5 Admin

Contract for Cynthia Crosse to be drawn up and reviewed by Rory.

7 Committee Members' Reports

7.1 Finance: Chris

Chris has received February financials and said all are in order, however the committee does need to watch the budget and constantly review it. Chris to meet with DH in the next week to review budget again.

7.2 Retail: Sherryn

Absent

7.3 Property: Miles

Absent

7.4 Council/Community: Rory

7.5 Events & Functions Planning: Simon

Absent

7.6 Commercial Business: Nick

7.7 Sponsorship: Athol & Simon
Absent

7.8 PR/Communications: Carrick

8 Council/ Community Board: Hinu

Hinu reported on her meeting with **John MacCulloch** (Parnell Post Office owner) and Council officers on March 5. (Letters from Kevin Marriott, Council Group Manager, Arts, Community and Recreation services; and Hinu te Hau, Hobson Community Board – Parnell, tabled.)

Outcomes:

Council has undertaken to provide:

- Daily litter collection in Parnell Rd and Gibraltar Cres starting at 5.30am
- Daily general cleaning of the area from 6am (street cleaning orderly by Fatima)
- On Thursday mornings, Fatima to report additional wet cleaning required (vomit, urine etc) , to be cleaned by Council within 2 hours.
- Any business member can request same service for similar issues by calling Council Call Centre on 379 202.

Council contact person for supervision of these services is Bruce Crook. Hinu requested that any requests for service received from John MacCulloch be directed to her and Rory for action with Bruce Crook. (Requests from other members – as result of news item and offer to be made in Parnell Inc newsletter to members – to be dealt with by DH as per usual communications with Bruce.)

Hinu has undertaken to do the following, on John MacCulloch’s behalf, with Parnell Inc.:

1. Parnell Inc to provide latest financial accounts to John and to discuss any financial issues of surplus budget, expenditure. (Chris emailed financials and 2010 Action Plan 9 March. Meeting TBA with Chris, Rory & John).
2. Parnell Inc. to facilitate meeting with John and tenants of the NZPost building, Vanilla Bar owner and Impact Security staff, to discuss antisocial behaviour and Parnell Alcohol Ban. (Hinu to action by 26 March.)
3. Parnell Inc to hold meeting with property owners to allow John to address concerns with other property owners in relation to Parnell Inc services. (Meeting with Parnell Property Owners already scheduled for April 27. Miles Nathan to work with DH on agenda.) Hinu recommends Kevin Marriott attend to facilitate meeting – and answer questions properly asked of Council.
4. Parnell Inc. to consider making submissions re applications for liquor licenses. Rory and Hinu to consult with local community and businesses affected by Alcohol Ban to determine what’s viable – by April board meeting. DH questioned ethics of Parnell Inc, as the business association representing all members, becoming involved in the alcohol licensing applications of new businesses as any reduction in licensed hours this would give existing license holders a competitive advantage; and that the community can object independently via existing public notice process.

Resolution: That Parnell Inc resolved that the issue of liquor licensing for Parnell establishments raised by JMC be noted and will be discussed at the April board meeting. JMC to be invited to next meeting.

9 General Business None

The meeting finished at 9.25am
Taken as a true account of the meeting.

Signed Date:

Next Meeting: Tuesday April 13, 2010 6pm MacDonald Pilcher offices, 92 Parnell Road

Appendix: Creative Quarter Manager's mid-month Report (February 24)

Events

Late Night Art – monthly

- Cynthia Crosse project managing

Meeting with galleries 1 March to discuss better marketing to increase attendance, and financial contribution from galleries. Carrick to attend.

Summer in the Park – March/April

- Cynthia Crosse project managing
 - chairs ordered, artwork being developed, umbrellas being sourced
- To be up and running by at least Saturday March 20 (Urbis Designday)

Urbis Designday – March 20

6 of 13 themed design showrooms in Parnell. Around 1,500 ticketed visitors – perfect vehicle for creative quarter

Riding along on this with:

- New graphic developed – chair shape “have we got designs on you”
- ad in Canvas
- reviewing creation of DLE flyer with list of Parnell design and homewares stores for distribution on the day.
- creation of Parnell design database by drive around

Waiters' Race – May 8 (with Parnell Road May Market Day)

- Cynthia Crosse project managing
- Meeting with Simon Glasgow 23 Feb
- Most details thought through, Cynthia following up

Holy Trinity/Mountain Fountain welcome celebration – 12 June (TBC)

- initial meeting with Dean Ross Bay & Howard Leigh, with Simon Glasgow.
- Holy Trinity very keen to join forces for an event. Likely to be staged 12 or 19 June. Rough event outline created – unveiling outside, musical performance in cathedral, drinks afterwards.
- Next meeting March 10

Marketing/communications

- Parnell Darling stories – March issue: Urbis Designday and poisoned trees
- Parnell Visitors Map update – artist briefed
- Weekly newsletters

Strategic Management

- Meeting with Mike Gibson, manager Rosebank Business Association re BID expansion process and services provided to non-retail businesses
- Meeting Peter Carter, strategic consultant to Rosebank, re BID expansion and research requirements

- Banners – exploring options for local businesses to share banner poles, with financial contribution to Parnell Inc.
- Responded to Council survey on future of Mainstreets/BIDs

Business Development

- Graffiti removal side of 92 Parnell Road – liaison with residents, owner, Samson Corp project manager and Graffiti Guard). To be removed shortly.
- Parnell Wireless – exploring redevelopment to free-access

Urban Design & Heritage Environment

- Update from City Council arborist on poisoned tree. Requested further testing.

Admin

- Introducing new intern, Sara Borgeest, to office set up and tasks; web software training
- Potential new office for Parnell Inc – reviewed 360 Parnell Road and 135 Parnell Road
- Meeting with Chris Swasbrook re budget revisions
- **Member contacts**
 Helen Wrightson, Windsor Castle – meeting re future events
 Mozaik Café partners (profile in newsletter of 12 Feb)
 Baha al Hakim of Classic Interiors (profile in newsletter 19 Feb)
 John MacCulloch – removal of guerilla marketing on pavement (via Council)
 Trinity Café – help providing contact details of bad debtor
 Parnell Rotary – meeting with David McLeish (and Rory and Chris) to discuss two-way promotion opportunities
 Meeting with “Top end” of Parnell Road businesses (March 2). Arrangements and agenda items. (Rory, Hinu and Carrick to attend)