

# MINUTES

## Parnell Inc. March 9, 2011



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

**Actions Required**

### 1. **Welcome:** The meeting began at 4.35pm. Present at the meeting:

Carrick Graham (Chair), Chris Swasbrook (Deputy Chair), Kylie Sanderson, Fleur Denning, Christopher Dempsey, Miles Nathan, Debbie Harkness and Cynthia Crosse

### 2. **Apologies:** Kent Hutchings, Athol McQuilkan, Rory MacDonald,

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

**Motion:** That the Minutes of the February 2011 meeting be taken as a true account of the meeting.

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

### 4. **Matters arising from previous meeting**

(none)

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

#### **Business after Five**

Seeking to improve future events by improving methods of contacting members and following up to ensure high attendance. [\[What is the next stages/recommendations?\]](#)

#### **Potential Broadband initiatives**

From the committee: Increased competition in the broadband services area will push prices down [however Parnell Inc's role will be limited in seeking](#) good broadband rates for members.

**Outcome:** Parnell Inc. will maintain a watching brief on broadband developments and advocate through Auckland Council for high quality broadband for creative quarter businesses.

[From Chris - that for future events, the committee should be presented with a strategy for the event and options 1 and 2 to vote on, i.e. that the committee does not get involved in the tactical elements of event management.](#)

### 6. **Treasurer's Report**

Chris has reviewed the budget for the 2010/11 year (ending June 30, 2011). Changes to the budget include the following:

\$20,000 to the Waiters' Race (June 2011)

\$25,000 to be allocated to an Arts Trust for Parnell (to acquire public art for Parnell)

Advertising budget trimmed to move budget into promotions and events (with advertising costs of events now incorporated within budget for each event)

RWC2011 budget features in the 2011/12 budget

\$15,000 to White Night in Parnell (March 12, 2011)

Chris reports that there is no wastage in the budget and the accounts are in good shape.

### 7. **Parnell Events / Marketing activities**

#### **Waiters' Race**

Approval to move event to Q2 -June and separate from May Market Day.

[Parnell Inc to identify events management company to assist Parnell Inc in developing and maximising this event. Parnell Inc to liaise with Council about restricting traffic movement for](#)

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event. Event to include a challenge to waiters/hospitality providers elsewhere in Auckland, and to include novelty races for personalities within hospitality industry.

#### RWC2011 – September/October

Plan to increase exposure and impact of any planned events and promotions by leveraging connections.

Committee wish to focus marketing efforts on Christmas, not RWC2011.

#### White Night in Parnell – March 12, 2011

Report from Kylie

The budget was increased from \$10,000 to \$12,000 to bring in an additional art project (Kevin Capon's *After Mere Kururangi*)

Imago's sponsorship of printing (flyers, posters and billboard) provided significant cost savings.

Great cooperation from building owners and retailers hosting various art projects. Enthusiastic participation from Holy Trinity Cathedral leads to potential for a future sculpture show in the Cathedral forecourt.

Parnell Inc. members and participating galleries, bars and retailers encouraged to forward White Night information to friends to swell evening crowds. (Cynthia's marketing to Parnell District School, including organising sale of assorted glowing things as fundraiser, was a significant contributor to family attendance on the night.)

The committee requested a debrief following the event, to build on this year's event in preparing for the next White Night.

## 8. Parnell Train Station

The Parnell Inc. committee formalised its position on issues about the Parnell Train Station site, going forward:

1. That Parnell Inc. was pleased to play an instrumental roll, together with representation from the wider Parnell community, in preventing Infratil's proposal to use the KiwiRail land at Parnell for a bus park.
2. Subsequent to achieving that outcome, Parnell Inc will continue to support the development of a train station at the site as this will be a major benefit for Parnell Inc.'s members and the wider Parnell business and residential community.
3. Parnell Inc. will retain a watching brief on developments proposed by various parties for the site. However it is not Parnell Inc.'s role to become involved in the various proposals for the future commercial development of the site.
4. In the future, Parnell Inc. will respond to requests for comment on proposed initiatives only in respect of their potential ramifications and impacts on Parnell Inc. members.

Further notes from Parnell Inc.'s Chair:

The principle point being that Parnell Inc's should be maintaining a watching brief over any developments at the train station site (as we would for any developments within our precinct that may impact on the area), but we will not be leading the charge by way of direct involvement in seeking a developer for the site.

In terms of the relationships with other Parnell groups, Parnell Inc. should maintain a watching brief and be aware of what their plans/ideas are. Any commitment of resource (time or effort) regarding the site should reflect our strategic interest, but our involvement should be limited until we see or hear about any planned developments for the site.

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**9. Special General Meeting re BID Constitution**

Rory to approve changes to Parnell Inc constitution, as recommended by Auckland Council, and a Special General Meeting of members to be called to coincide with Parnell Inc.'s April 13, 2011 monthly meeting.

**10. General Business**

**Event agency reviews**

Cynthia updated the committee on meetings with a number of event agencies that Parnell Inc could engage to create and help with stand-out events. The benefit of using such agencies to augment Parnell Inc's resources includes the ability to get creative ideas, agency experience, and the pulling power of agencies' databases. Committee to be advised of further meetings in April.

**Heineken Cup possibilities**

Cynthia met with Heineken marketing re potential for Parnell to team up with this company, including for the January Heineken Cup. There is good potential for Parnell Inc to engage with Heineken, which targets marketing to a desirable Parnell demographic.

**George FM**

This radio station offers excellent event packages and reaches a desirable Parnell demographic. Parnell Inc. will seek to engage them as partners in the Waiters' Race.

**Parnell Deck Chairs**

Offer chairs to Red Brick Restaurant for increased visibility and safeguarding.

**Reports from Chris Dempsey, Waitemata Local Board**

- The Draft Annual Plan, "Our Auckland" is now available online (and at libraries).
- Chris submitted a proposal to reduce traffic on Parnell Rise to a single lane each way at the last Waitemata Local Board Meeting. The proposal will be studied by Council's traffic department.
- Chris recommended highlighting Civil Defence emergency plans to members, following the Christchurch earthquake. (DH to investigate ways to safeguard Parnell Inc database via "cloud computing".)
- Last chance to schedule noteworthy trees coming up soon.

The meeting finished at 5.55pm  
Taken as a true account of the meeting.

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

**Future Parnell Inc Committee Meetings**

**April: Wednesday 13<sup>th</sup> 4.30pm. MacDonald Pilcher offices, 92 Parnell Rd**  
**May: Wednesday 11<sup>th</sup>, 4.30pm. Venue to be confirmed.**