

MINUTES

Parnell Inc. August 09, 2011



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

**Actions
Required**

1. Welcome: The meeting began at 4.00pm. Present at the meeting:

Carrick Graham (Chair), Chris Swasbrook (Deputy Chair), [Kent Hutchings](#), [Athol McQuilkan](#), [Rory MacDonald](#), Miles Nathan

2. Apologies: [Kylie Sanderson](#), Fleur Denning, Christopher Dempsey

3. Confirmation of Minutes from previous meeting

Motion: That the Minutes of the June 2011 meeting be taken as a true account of the meeting. Noted that Pt 10 should read 1.5 mtrs

Moved/Seconded: Athol / Kent **Carried:** All

4. Matters arising from previous meeting

(none)

5. Marketing Manager's Report

Kelly talked us through the Gantt Chart to the year end.

Feedback from the Relaunch was that Tom went on for too long but had some very distinct messages that he put across. It was agreed there was a great turnout with a dynamic crowd. One Agency did a great job with the sponsorship and PR.

The events need to stay focus outside the Parnell Mainstreet and so it was mentioned that the next event be held in October at Saatchi's building with perhaps Kevin Roberts as a speaker. Miles to talk to Michael Friedlander and Kevin Roberts to see if this is possible. If this is not possible there is the Young & Rubican building as well.. John Caro's Wine shop is another option.

Newsletter draft document has now been done so it will be populated and go live soon. Look at this also being a revenue generator i.e. property for lease or sale, advertising.

It was agreed that we would stop all paid editorials in Verve and Urban Living and use Riccardo to get us printed media instead.

Isite advertising would also be dropped and Jasons kept on but reviewed next year. Our Parnell Brochure needs a new strategy. Kristen and Kelly with help from Rendell to work on this and get these also to the Concierges and hotels. Parnell is one of the top tourist destinations in Auckland and we need to build on this. The trainstation will help with this as well.

6. Treasurer's Report

Chris presented the new Profit and Loss generated from Xero and also presented the Draft accouts for last year. Need to look at other ways to generate income and also look at increasing our grant from Council. Kristen will look into this. Funding for public art in next years budget. Funding approved for Gopher to set up our social media as a one off cost.

7. Parnell Events / Marketing activities

RWC2011 – September/October

We are just confirming the Terms and Conditions of a loyalty programme called "Run with the Ball" which will involve all Parnell businesses that wish to participate. The customer will receive a voucher for a free drink at participating restaurants and bars during the RWC.

Looking at having a party at either the Bog or Juice Bar for the 1st Welsh game on Sunday 11th September.

Waiters Race

To coincide with the Rose Festival on the Sunday afternoon in Heard Park. Kelly, Kristen, Ricardo and Ann to get sponsors, photographers, George FM playing in park and all the Hospitality Industry involved.

One Agency

Ricardo and Ann have made a great start with getting sponsors and press for Parnell. This included a front page in the Aucklander and a three page article. Agreed to get a report from One Agency after Christmas to see how their sponsorship \$\$ is tracking.

Late Night Art

Do less but make them better and get buy-in from restaurants and bars.

Design Week

Design Week to be run in October with an Architects Site Visit on the 2nd October – Kristen to organise with the Auckland Architecture Association and get the design shops involved.

Parnell Rose Festival

Parnell Inc does not get involved in the Rose Festival – this is run by AFEED with a budget of \$55,000. It was mentioned that perhaps we could do a kids drawing competition. Would be nice to see all the shops with Roses in them and perhaps we could coordinate with Parnell Heritage.

Heritage Week

Instead of putting budget towards this we may look at working with council to recognise our new offices and the relevance of Parnell as being the oldest region in Auckland.

8. Christmas Decorations

Discussed that we will have a budget of \$10,000 for Ton and get sponsorship for the Angels theme. Had a meeting with Ton, Miles, Riccardo, Ann, Kelly and Kristen to discuss what we were to do with Christmas this year. Ton, Miles and lighting guy are going to go up and down the street to identify buildings that we can light up. Also discuss some twirly things on the 6 main lamp posts at the crossings on Parnell Road. Budget may have to increase to \$15,000. Ton will get back to us with a quote on what was discussed.

Chris noted that there was funding available for lighting of buildings.

9. Planter Boxes on Parnell Road

It was agreed to get Carl Pickens Landscape Architect to do a preliminary design for \$1,000 including GST etc. He has agreed to this stage and will get back to Kristen with a presentation and pricing.

10. BID Expansion

Sub Committee of Chris and Carrick.

Increased catchment area would be down to St George's Bay Road and Stanley Street and the Strand. Parnell Railway Station will assist with this as there will be a link between Carlaw Park business and Parnell Road.

11. New Committee Members

It was discussed that there should be representatives on the Committee from the different sectors such as retail, hospitality and architecture on the committee. Can have 11 on the Committee, Carrick is going to talk to Kylie to see if she still wants to stay on the Committee.

12. General Business

AGM Date Set

AGM has been set for 4th October at 6pm an the Holy Trinity. Kristen will book this. Parnell Inc to put on Drinks and Nibbles. Carrick, Rory and Kristen to formalise what needs to be done to carry out an official AGM meeting.

Street Signage

This has been done.

Sub Committees

It was mooted that sub committees should be formed for certain events and tasks.

The meeting finished at 5.30pm

Taken as a true account of the meeting.

Signed Date:

Future Parnell Inc Committee Meetings

September: Tuesday 13th 4:00pm. Chris Swasbrook offices, 77 Parnell Rd