

MINUTES

February 11, 2010



Venue La Bocca Restaurant, 251 Parnell Road

Present: Rory MacDonald, Hinu te Hau, Chris Swasbrook, Athol McQuilkan, Sherryn Mehta, Carrick Graham, Nick Travaglia, Simon Glasgow, Debbie Harkness

2. Apologies: Miles Nathan

3. Confirmation of Minutes from previous meeting

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

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

4 Creative Quarter Manager's Report

Discussion on Manager's Report

Q1: Summer in the Park

Chris raised several questions in regarding to quarter one activity, specifically Coffee in Parnell and Music in the Park. DH explained Council costs. Committee requested to proceed with proposal, chairs and umbrellas in the park and activities without Council approvals. The Committee expressed its annoyance with the costs and requirements imposed by Council on activities that are intended to enhance Parnell and DH was asked to proceed and to review with Simon and Sherryn.

Q1 Coffee in Parnell

Questioning on planning for this promotion (however it had been decided against at December meeting, as per details on office whiteboard).

Pedestrian Survey

Chris questioned whether results would be comparable year on year and requested that all pedestrian surveys be collated with outcomes presented to the committee. DH confirmed that the research is replicable. Results to be worked into format for members to use.

5 Review of Business Plan/ Action Plan for 2010

DH gave overview of Strategic Plan and Business Plan included in Committee Resources folder. The Business Plan / Action for 2010 provides a comprehensive list of activities that Parnell Inc could engage in 2010, divided into the 4 key BID activity areas: Promotions, Events & Marketing; Strategic Management; Business Development; and Urban Design an Heritage.

There were some questioning of the plan by committee members and in particular the inclusion of the Action Plan for 2010. Hinu requested that the quarterly Action Plan prepared last year at the initiative of Hinu and Carrick and approved of by the committee be included in the resources folder as an easy reference for the committee with the first page to be referenced at each committee meeting. DH to add this in and send to committee. DH expressed concern that this plan focussed on events while other activities were relegated to the operational basket with a risk that some key non-event activities might be given low priority by the committee. These include business development activities that could be key in attracting new non retail members to the Parnell BID. However Rory emphasised that the committee was not seeking to downgrade the other activities but wanted the Action Plan to be given emphasis. Simon also emphasised the need for action to occur as a consequence of the development of the quarterly Action Plan and he noted that he has experienced in organising award events.

Committee wishes to see some "pzazz" on Parnell Road this year.

Quarterly document to be a document to be given to members, along with information on committee member and their individual roles on the committee.

6 Committee Member's Reports

Hinu explained new roles for committee members. Each has been assigned an area of responsibility to work with Debbie on. This will entail regular meetings and briefings with Debbie and responsibility to report back to the committee at each monthly meeting with progress. Many events will require input from several committee members.

6.1 Finance: Chris

Chris will deliver a financial report to the committee each quarter.

The December and January reports have been reviewed and Parnell Inc.'s finances are in order. Procedures have been agreed for signing cheques and processing direct payments by Internet banking on the 15th of each month.

6.2 Retail: Sherryn

DH to meet with Sherryn re set of questions to ask of retailers

6.3 Property: Miles

6.4 Council/Community: Rory

Rory to attend Council forum on draft Annual Plan 2010/2011 (March 4).

6.5 Events & Functions Planning: Simon

Simon to join Debbie for meeting with Holy Trinity re Mountain Fountain ceremony (Feb 16)

Simon to meet with Debbie re Waiters' Race event planning (part of May 8th Parnell Road Market Day)

6.6 Commercial Business: Nick

Nick is keen to see every Parnell Inc event have sponsorship and involvement from local businesses.

6.7 Sponsorship: Athol & Simon

DH to develop proposals for events, collateral needing sponsorship, then involve Athol & Simon.

Sponsorship to be needed for furniture for Summer in the Park, rebranded/updated Parnell map, Parnell brochure, Parnell banner sites, Opera at Holy Trinity, Creative Business Awards etc.

6.8 PR/Communications: Carrick

Carrick wants to highlight long-established businesses and provide PR to make them feel special. (DH to profile businesses in newsletter.) Meet with The Darling to explore opportunities.

Develop a strategic communications plan with DH. Show members what we're delivering.

7 Council/ Community Board: Hinu

Hinu gave an update of role of Community Boards in new super city - still to be decided.

Parnell's SLIPs funding project for 4 new street planters is proceeding. Dates to be confirmed.

Second application for SLIPs funding for remaining planters will be on hold until new structure in place.

8 General Business

Rory outlined how future committee meetings were to be run: meeting agenda and papers to be circulated 1 week in advance; committee to maintain an ambitious pace for the year which means concentrating on the big picture, not getting sidetracked at meetings with trivia or by interruptions, meetings to be run efficiently in an hour.

Any ideas on events, activities for Parnell Inc to engage in to be emailed to DH.

The meeting finished at 8pm

Taken as a true account of the meeting.

Signed Date:

Next Meeting: Tuesday March 9, 2010 8am MacDonald Pilcher offices, 92 Parnell Road

