

MINUTES

Parnell Inc. July 10th 2012



Venue Elevation Capital, 77 Parnell Road

1. Welcome: The meeting began at 4.05pm. Present at the meeting

Christopher Swasbrook (Deputy Chair / Treasurer), Athol McQuilkan, Christopher Dempsey (Local Waitemata Board representative), Wayne Bevins, Kelly O'Shannessey, Kristen George

2. Apologies:

Carrick Graham (Chair), Miles Nathan

3. Confirmation of Minutes from previous meeting

Welcome

Motion: That the minutes of the last meeting be taken as a true account of the meeting.

Moved/Seconded: Christopher / Athol, Carried: All

Amended – End outcome for Roundabout, Miles and Carrick sent off letter

4. Office Update – Monthly Report

Parnell Inc to email Christopher Dempsey events in Parnell to go in the brochure for Our Auckland

White Night Art - set for March 2013. Parnell Inc office to discuss with Kylie and ask for previous contacts. Action to organize a meeting with the head person of Whitecliff . Investigate option of art in Heard Park on the weekends.

Sunday Art Walk to look to include the Mainline Steam artists and sculptures Anton Parsons, Dave McCracken etc

Parking Signs – There are concerns that this will then make the road signage too cluttered which is what Auckland Transport are trying hard to avoid. It was agreed that we trial a new sign for the Windsor Car Park. Parnell Inc office to organize with Auckland Transport.

Presented the idea of a brochure with specials and deals on for locals and local businesses. It was agreed that we would not go any further with this and we would concentrate on email, facebook and website marketing instead to support businesses to business in Parnell. The Parnell Inc intern to drive deals of the week to advertise.

Current newsletter will undergo a template change shortly to work in with the new website.

Kelly outlined the activities of the Parnell Inc office for the last month including a breakdown of retail, service operators, hospitality providers and landowners that they have engaged with and sought feedback from. A Parnell Inc timeframe outlining Strategic Planning, Events and PR & Advertising was also distributed.

Updates

- X180 plus people attended the Entrepreneurs of Parnell event. Great feedback and we will continue to do joint events where possible.
- Working with Jillian De Beer for further research. Complete in 2 weeks.
- Marketview extra category split info coming through as well as the annual report due in the next month.
- Website live. Ilya and the team have done a great job. A tool that is a great asset to Parnell.

WIP Events

Aug Business Session at Geysers Building – Andrew Patterson and Friedlanders as guest speakers. Working with Passion PR for this event.

July CANCELLED DUE TO LOW ATTENDANCE: Hospitality Standards Institute event with Parnell Hospo – Presented by Michelle (HIS) and David Rigg from Artisan Training

TBA Tomorrow Parnell event – x20 have registered an interest to attend. Look to hold in Waiwera space.

Oct 28th to Nov 4th

Art galleries – planning for Artweek underway.

Artwalks, cycle tours and master classes being organized.

Possibility of holding a pre launch for Parnell on the 26th to make the social pages during Artweek.

Looking to launch Sunday Art during Artweek. Will include hospo and retail and the use of Heard Park, music etc. Once a mth event during summer.

Ideas being developed with sponsorship from AMEX/Visa involving One Agency.

TBA Lighting of the Kauri Tree event (Red Brick Café) ???

TBA Summer – Music in the Parks (as above).

5. Financial Update

Budget submitted to Council requirement for PI. Budget shows the increase in Grant that we applied for at the last AGM. Key items of expenditure Lighting and Maintenance increase and \$60,000 public art (to show intent). Surplus of \$10K forecast for year end to 30 June 2013.

Motion: Budget

Moved/Seconded: Christopher / Athol; Carried: All

6. Lighting Committee Update

Driving up and down Parnell Mainstreet some of the lights are in the trees aren't working – contact Shay re light upgrade KG to contact Wayne and Athol with contacts for lighting upgrade.

Athol met with Tony of Decorative Lighting to discuss lighting advertising on 86 Parnell Road building. Next project will be to uplight trees in Heard Park. Miles is also looking at getting some ring lighting on one building and down lighting on building at top of street.

7. Train Station and Tunnels of Parnell

The train station is in design phase. Parnell Inc will need to focus on attracting and directing people up to Parnell from the train station. This will include the state of the footpaths, signage and lighting. Parnell Inc office to contact Sharon to meet and discuss.

8. Banners Across the Street

Council have been unable to find the Network Visuals contract.

Kelly and Kristen had a meeting with Network Visuals and found out they did have more of the flags for the poles in the street and we are going to get them to replace them once we have negotiated a new price.

KG & MN to apply for consent for cross street banners with Auckland Council.

9. General Business

Heard Park – look at improving kids playground put forward by CS – look at options.

Chris – Cavit and Co event, KG was going to attend this event but was sick and had to send her apologies – important to go to these events. If one of us can't make the event email so someone else can go. Hold some events up at the Foundation. Christmas do up at the courtyard of Tribeca.

Kelliher Trust are located at 2 York Street. Chris Swasbrook to provide an introduction to the Parnell Inc office. Could be a possible option for a business event.

Parnell round-about

Roundabout – no update from Christopher Dempsey

KG resigned. Thanks from Committee. Need to draft job description and interview and organize farewell drinks.

The meeting finished at 5.10pm
Taken as true account of the meeting

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

Future Parnell Inc Committee Meetings

- August 7th 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- September 11th 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- October 9th 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- November 6th 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road