

# MINUTES

Parnell Inc. April 11th, 2012



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

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

Carrick Graham (Chair), Chris Swasbrook (Deputy Chair / Treasurer), Miles Nathan, , Wayne Bevins, Kelly O'Shannessey, Kristen George

## 2. Apologies:

Athol McQuilkan, Christopher Dempsey (Local Waitemata Board representative)

## 3. Confirmation of Minutes from previous meeting

Carrick sought an update on the hospitality analysis comment in the previous minutes and suggested that this take place prior to the May committee meeting. Parnell Inc office to identify number of Parnell businesses interested in workshop on improving their hospitality offering and seek assistance from Hospitality New Zealand or Restaurant Association for programmes that Parnell Inc could facilitate for its members.

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

**Moved/Seconded:** Chris / Miles, Carried: All

## 4. Financial Update

KG to find out who the Granted \$10,000 Fund to write to them and thank them. Also find out more about how the funds are to be spent i.e. do they intend it to be an historic book.

Parnell Inc will initiate the Public Arts Trust from June 2012 with an initial budget of \$25k. The funds are in the savings account until the trust is established. The Chair recommended the need for a clear and transparent strategy and process moving forward with the suggestion of 2 committee members and 2 independent people as permanent members of the Trust. A list of potential independent trustees were mentioned although approaches would be made following formation of Trust in June 2012.

Parnell Inc will have a surplus of around \$30k – this will be added to our carry forward reserves of \$56k (as at 30 June 2012)

Christopher Dempsey was requested to follow up on the plinths in the Parks for Sculptures for local and international artist to display their pieces. Wayne identified potential local sculpture artist and was asked to follow up on the Sculptures name from friends in St Georges Bay Road.

**Motion:** Arts Trust \$25k

**Moved/Seconded:** Miles / Chris; Carried: All

## 5. Lighting Update

Miles and Wayne are waiting for the written Resource Consent to be approved for the lighting of the Kauri Tree in Fraser Park. Wayne is to follow up with Shay of Decorative Lighting to receive an updated quote. Ideas for celebrating the lighting of the tree to be around Chateau Kiwi / Red Brick Restaurant with planning required to be agreed to by September 2012.

Current lighting of Norfolk pine was discussed with questions about colours of lights and who decides lighting changes. It was agreed a flexible stance would be taken on the lighting with the suggestion that all colours to be turned on for ANZAC day and days of national significance.

## 6. Office Update – Monthly Report

### **Parnell Inc Activity March 13<sup>th</sup> to April 11<sup>th</sup> 2012**

Kelly and Krissy 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.

Parnell Inc has issued 9 newsletters ranging from information on the Consumer Law Reform Bill, Parnell Waiters' Race and Easter Opening hours.

#### **Visitors Centre**

On average 10 visitors through each day and average time spent 3-5 mins. Decrease going into winter. Saturday 7<sup>th</sup> however x27 people through.

#### **Main Events**

Kristen attended Robert Gibbs Presentation

The Parnell Waiters' Race – all agreed was a great event with the Committee noting and thanking Kelly and Krissy for their efforts and the success of the event. Special mention also of One Agency's Ricardo and Ann Simich for their contribution to making the event such a success.

#### **WIP Events**

12<sup>th</sup> May Market Day

Business Session – ideas for guest speaker? Traditional marketing – Young and Rubicon, Nestle, Watties, Trade Me, Xero, Dell, Jim Quin, Daniel Friedlander, Andrew Patterson

Property owners event TBA with Marketview analysis

#### **PR – One Agency**

##### **Parnell Waiters' Race**

##### *Printed Media*

- Verve March – half page – The 2012 Parnell Waiters' Race
- Verve April – half page
- NZ Herald, The Insider Fri 30<sup>th</sup> March 2012
- NZ Herald on Sunday 1<sup>st</sup> April 2012
- Viva March
- East and Bays Courier 4<sup>th</sup> April
- Sunday Star Times – About Time 9<sup>th</sup> April

##### *Online*

- Scoop
- Event Finder

- Foodworks
- Foodnews
- Grownups
- NZ.com
- Pegasus Car Rentals
- Auckland Council Events
- MSN Entertainment

Kristen and Kelly thanked the committee members and their families that attended and helped on the day.

#### **WIP other**

- Marketview – feedback positive from members and Takapuna Beach Association who have used them in the past. Based on this we will continue investigating with Marketview next steps. This will allow Parnell Inc to have a definite focus on the future of Parnell and then to meet with Landlords with a key offering and specific targets.
- Website - Parnell Inc working on this.
- Partnership between Parnell Inc and AUT for empty retail space. Not all landowners are positive as they rent out quickly.
- Charitable trust and donation of \$10k specifically for the purpose of interviewing and chronicling stories from those in the Parnell District. Agreement to outsource this.
- Possible grants available to Parnell Inc
- White Night 2013 - Kristen to contact Kylie and meet to discuss this event for Parnell, including resource allocation and strategy for Parnell's contribution to White Night 2013.

#### **Issues from Members**

- Retail /hospo- concern over empty stores, believe many shop owner's trying to sell. General feeling along the street is that no one is doing particularly well. Stores moved/moving out include; St Tropez, Blanc, Iguacu, Photogenics, Diamond Boutique.
- One retailer advised that we need a Parnell Prefect to walk the street. Takapuna actually does retail store makeovers helping better stores to be the best.
- Action – continue with working with Marketview on Parnell offering which will be discussed with property owners at planned Parnell Inc property owners' function.

#### **Positives from Members**

- Friedlander building tenancy going well. Has a 'Cibo-like' restaurant, 'green wall' and 6 star environmental rating.
- Commercial still ok here – great access to motorways, close to town, staff enjoyment.

Parnell Inc Committee would like to officially thank One Agency for all their hard work to make the Waiters Race such a great event. It was also noted that if we do hold events like this that all committee members that can assist should assist.

If any member of the committee has an idea or contact for the Business Sessions please let Kelly or Kristen know via email.

## **7. Planters**

After several shop owners expressed their interest in having planters outside their shops on the mainstreet Kristen investigated several options.

Kristen presented two options to the committee. It was agreed that for the price this would not add value to the street and businesses and that vandalism was a real issue with this idea for street improvements. The Committee agreed that no further action will take place on the planters.

## 8. Train Station and Tunnels

Christopher Dempsey to update at next meeting.

## 9. Banners Across the Street

Carrick forwarded everyone the correspondence he received from Visual Networks. This did not have the contract information as requested and we are still none the wiser as to who 'owns the airspace'. Carrick is going to lodge a further LGOIA request. It was agreed by all that if they come back again without the contract and the response is unsatisfactory then we will consider a campaign to publicly raise the issue with Auckland Council and liaise with Andy Waugh.

## 9. General Business

### Parnell Round About

Miles stated it has been two weeks since the last meeting with Auckland Transport so is going to chase and see where the project is at. It was mentioned that York Street residence were driving for a round about.

Miles is to draft a letter to Council and the Waitamata Local Board requesting further information which will be cc'd to PCC and other interested parties. John Binsley has been documenting the process and is very interested in progress. It is important that we keep momentum and formalise our position of opposition.

We will organize a petition to be signed by locals and Wayne, Kristen and Miles to get as many signatures as possible.

The Chair proposed a Resolution opposing the proposed roundabout. The wording reads:

"Parnell Inc wishes to advise the Auckland Council that on behalf of its members we oppose the proposed roundabout on Parnell Road rise. Parnell Inc believes that this roundabout is unnecessary and a waste of rate payer funds and will negatively impact on Parnell businesses and the Parnell community. We request that this proposal be rejected by Auckland Council."

Wayne mentioned you can request for all the documents relating to safety and road issues – he will follow up on this. This would be via a LGOIA request.

Other:

Carrick noted that some of the previous meetings haven't been that constructive and wanted to reiterate that all members are doing this voluntarily for the good of Parnell and Parnell Inc members, and as such it was important to remain positive, outcome orientated and constructive.

The meeting finished at 5.50pm  
Taken as true account of the meeting

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

**Future Parnell Inc Committee Meetings**

- May 9<sup>th</sup> 2012: 4: 00pm. Elevation Capital, Level 1, 77 Parnell Road
- June 13<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- July 11<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- August 8<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- September 12<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- October 10<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- November 14<sup>th</sup> 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road