

MINUTES

Parnell Inc. June 12th 2012



Venue Elevation Capital, 77 Parnell Road

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

Carrick Graham (Chair), Athol McQuilkan, Christopher Dempsey (Local Waitemata Board representative), Wayne Bevins, Kelly O'Shannessey, Kristen George, Andy Waugh

2. Apologies:

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

Treasurer's report recorded amendments in minutes

4. Andy Waugh – Retail Mix

Andy presented the business mix of the main retail and commercial areas in Parnell from Birdwood Crescent to Heather Street. He wanted to look at the structure of business in Parnell. The categories were broad and covered the following:

- Retail
- Professional
- Service
- Hospitality
- Food
- Community
- Vacant premises
- Vacant premises but being refurbished
- Medical
- Hair and Beauty
- Art / Antiques
- Banks

Parnell has a very low retail offering with only thirty one of two hundred and seventy business premises dedicated to retail (11.5%). The variety of retail offering is also very low dominated by gift shops (eight of thirty one premises) and high end jewellery outlets (six of thirty one premises) with these two business types accounting for forty five percent of the retail mix.

In conclusion the Parnell study area has a business mix dominated by professional services, hospitality and food with a combined total of more than fifty percent. The retail mix is low in regard to both offering and variety with female clothing, gifts, jewellery and travel outlets dominating. As an attractor, travel agents rarely entice the impulse buyer and Newmarket located a kilometer to the south has a successful focus on female fashion. Therefore the retail offering is dominated by high cost jewellery and a tendency towards medium – low cost gifts.

Kelly sees this as another urgent call to action for what we should be implementing in Parnell and following the process of – 1. Define our current position 2. Define the vision of Parnell, what makes us unique 3. Strategy and vision implemented. As discussed at the last Committee Meeting we are down -12.7% with Marketview for the first quarter of 2012 and Parnell can be compared to Queen Street with no clear vision. Wayne and Athol do not believe the Marketview Stats and believes that every suburb is down. Andy confirmed that the stats are correct. Parnell is losing out to other suburbs.

Kelly discussed how only having a strong Hospitality offering will not work in Parnell. Retail needs to be working as well. The Strategic Plan at present is tactical and not addressing the issues Parnell is facing. Kelly is moving forward with step 1 and analyzing business and job data for the last 5 years. Jillian de Beer is helping with this process and is an expert in this field. Andy agreed that she is highly regarded amongst other business associations in Auckland. Athol disclosed that he knows Jillian de Beer. Kelly will present findings at the next meeting. Kelly feels very strongly that this is the road we need to go down to reverse the trend and it needs to include buyin from stakeholders / landowners.

Proposal is requested from Jillian de Beer outlining costs and deliverables. Signoff by Chairman required before proceeding.

Wayne believes we need another attraction in Parnell and focusing on “Parnell the Gateway for Museum and Domain. Chris believes that we need to improve the offer and define what we are.

5. Office Update – Monthly Report

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. New business to Parnell is Linden Leaves.

Parnell Inc has issued 10 newsletters to consumers and businesses.

Visitors Centre

On average 5 visitors through each day and average time spent 3-5 mins. Further decrease going into winter.

Updates

- Kelly attended BEAR Course for 2 days. Very valuable for Parnell to complete in conjunction with a strategic business analysis. Great tool to address the needs of local business communities. Involves running a series of interviews with local businesses / residents, led by volunteers, to identify the challenges they face and their needs. Info then used to shape strategic plans and ensures they are demand led and relevant.
- Working with Jillian De Beer for further research.

WIP Events

June 13th Business Session in conjunction with Seeby Woodhouse at 272 Parnell Rd, Celebration of the Entrepreneurs of Parnell

July/Aug	Business Session at Geyser Building – Andrew Patterson and Friedlanders as guest speakers.
July	Hospitality Standards Institute event with Parnell Hospo – “Hear from the experts about how to make first impressions count! This will include the environment, the greeting, the food and how your business presents itself. A few tips that will be invaluable moving forward and will make a difference.” Presented by Michelle (HIS) and David Rigg from Artisan Training
TBA	Property owners event – when research complete.
Sept/Oct	Art Galleries no longer doing Late Night Art. Discussions around Sunday Artday involving hospo and retail and use of Heard Park. Idea being developed with sponsorship from AMEX/Visa involving One Agency.
TBA	Lighting of the Kauri Tree event
TBA	Joint event with Kevin Harvey – approached and Kevin has said he is not interested
TBA	Summer – Music in the Parks

Late night shopping on Friday for summer to be investigated.

Parnell is the Gateway to the Museum and more signs need to be investigated. There is no public transport to the museum and Parnell Inc to look at options with possible sponsorship. KG & Kelly to investigate.

WIP other

- Parking – idea from Callum Baker. Draft signs done. Now working with Council / Costings.
- Partnership between Parnell Inc and AUT for empty retail space. Photos have been sent to Landlords to see who will have buyin.

PR and Advertising

- Indulge Magazine – Sunday Star Times liftout. 8 retailers participated and Clare from Essence worked design

Disclosure of interest – Athol knows her personally and potential conflict of interest and Athol has had nothing to do employing her. Chairman will sign off quote.

6. Financial Update

Major capex went to Kauri Tree lights in May. Parnell Inc remains in good position to operate a robust surplus. At this stage we are being prudent in these times and running a lean office so we can invest for the long term. The Business Association needs to be spending money in the future to assist Parnell.

\$35,000 spent on lighting trees so far in this financial year which is an improvement to Parnell and we are planning sensibly and taking our time with current surplus.

Motion: Budget

Moved/Seconded: Christopher / Carrick / Athol; Carried: All

7. Lighting Committee Update

The Pine and the Kauri trees are complete and focus is on what can be done next. Athol and Wayne have had meetings with Tony of Decorative Lighting concerning lighting up buildings i.e. the

Foundation Building and although there may be some work convincing council about this as they consider it a safety hazard for drivers they will further work with council on this issue and also discuss the up-lighting of further trees on Parnell Road.

Note: Athol had Tony McFall over for dinner to discuss further lighting issues.

Light up the Foundation Building?

8. 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.

9. Banners Across the Street

Council have been unable to find the Network Visuals contract.

Network Visuals have asked to meet with Kelly. Discussion over cross-street banners Kelly to ask them what the \$21,000 banners were for and check where they are.

Miles and Athol to meet with building owners to gain their consent for the possible banner placements.

10. General Business

The Committee are interested to understand the process to cordon off part of a street. Kristen has applied for this in the past and will explain the process that she goes through with Auckland Transport.

Parnell round-about

LGOIMA was received from council, Miles done a great job in going through this and the short answer is that Parnell is happy with progressing the roundabout so long as we are involved and know where the dollars are spent in Parnell. Parnell Inc has concerns over process. If they steamroll it could we get some of the \$300,000 redirect to improving Parnell.

Chris raised one issue – Christopher Dempsey is (perhaps) in conflict with this issue. Chris suggested given this he should have excused himself from the Parnell Inc meetings on this matter and declared a potential (real or perceived) conflict.

It was then noted that it is beholden on all of Committee Members and others in attendance to register conflicts of outside interest both at the time and on a register.

Kristen to circulate a Conflict Register. Everyone required to disclose conflicts of interest.

Athol emphasized that he believes the Geyser building will be a wonderful asset for Parnell with it's tenants bringing in (or relocating) 400 people into Parnell with 180 car parks on site.

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

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

Future Parnell Inc Committee Meetings

- July 10th 2012: 4:00pm. Elevation Capital, Level 1, 77 Parnell Road
- 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