

MINUTES

Parnell Inc. April 13, 2010



Venue 6pm at 92 Parnell Road, MacDonald Pilcher offices

Present: Rory MacDonald (Chair), Chris Swasbrook (Treasurer), Miles Nathan, Athol McQuilkan, Sherryn Mehta, Debbie Harkness, Cynthia Crosse

2. **Apologies:** Hinu te Hau, Carrick Graham, Nick Travaglia

Rory noted that **Simon Glasgow** had resigned from the committee due to an increasing workload in Australia. The committee recorded their thanks for his contribution to Parnell Inc. in the past months.

3. **Confirmation of Minutes from previous meeting**

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

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

Chris noted that it is important for all committee members to read Meeting Minutes (and Reports and other documentation, to ensure they are performing their responsibilities to Parnell Inc with required due diligence).

4. **Matters arising from previous meeting**

DH has yet to draw up a contract for Cynthia Crosse, and will do so before the May meeting.

5. Financial Report: March Quarter

The Budget to Actuals for the Year To Date and March Quarter were tabled at the meeting, having been emailed to the committee earlier. Chris discussed Parnell Inc.'s financial statements as at the end of March, 2010 and assured the committee that the financials were in order.

Chris discussed the revision of the budget for the remaining quarter of the 2009/10 financial year, which will leave a budgeted minimum of \$30,000 cash to be carried forward to fund activities and expenses in the next financial year. Chris advised that it is prudent to have a cash buffer/contingency.

Motion: That the 2010 March Quarter Financial reports be accepted

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

6. Activity/budget changes for 2010/11

DH discussed draft changes made to the 2010/11 Budget, in consultation with Chris and Rory over the course of several meetings. A summary of the draft budget was appended to the April Manager's Report.

As noted on page 3 of the Manager's Report:

"With projected income of \$281,416 and a budgeted \$30,000 to be carried forward from the 2009/10 financial year, some of the more ambitious programmes have had to be left out. These are The Creative Quarter Awards, the BID expansion and the Business Location Campaign. These omissions have been made because of budget constraints and, in some cases because Parnell Inc. lacks the people resource required for these activities to succeed. We simply do not have the budget to do big events or promotions."

Debbie and Chris assured the committee that the Budget continues to include a comprehensive programme of promotions and activities that will be run consistently and well. The Auckland advertising budget has been trimmed – instead of relying on print media, Parnell Inc. will, in the coming year, focus on promoting its activities through mail drops of branded flyers to key target markets including Parnell, Newmarket and

Remuera households.

Chris noted that Parnell Inc. must attempt to be balanced in apportioning the budget such that all members derive benefit from the activities and expenditures planned in the year.

Miles requested to see the detailed Budget break-down. This will be forwarded to all committee members.

Motion: That the revised budget for 2010/11 be accepted

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

DH to develop a disclaimer for these budgets, to note that the Parnell Inc. committee may adjust the budget over the course of the year.

Proposed disclaimer for Rory's legal approval:

The Parnell Inc. committee reserves the right to alter this budget over the course of the financial year in response to changes due to changes in staffing, operational plans, unforeseen price increases and other events.

The Parnell Inc. committee reserved the right to carry forward income for future planning and larger capital expenditure items. (Past examples of such expenditure have included Parnell's rebranding and decorative lighting in trees.)

7. Creative Quarter Manager's Report

Cynthia Crosse on the Parnell Waiters' Race

Cynthia was invited to the meeting to be introduced to the committee and to provide a progress report on the Waiters' Race. She detailed sponsorships she has lined up for the event including Southern Hospitality (major prizes), Antipodes Water (water prize), Kokako (coffee prize) and Imago printing (printing 5k flyers).

The event has a maximum of 30 contestants and all restaurants, cafés and bars in Parnell have been invited. Initial responses from potential participants has been very positive.

Summer in the Park

Summer in the Park had a very positive effect in Parnell, brightening Heard Park in the centre of Parnell's shopping center, increasing the amenity of the park, creating a positive impact, raising awareness of the Parnell brand and reinforcing the creative quarter positioning.

Chris pointed out that Parnell has an advantage over Newmarket with our centrally placed green spaces, and the branded chairs make good use of this feature. For next summer, Parnell Inc will increase the number of chairs and seek to have them in the grounds of Holy Trinity, at The Foundation Building and at Fraser Park.

Sponsorships

The discussion of sponsorships for the Waiters' Race raised the issue of the Sponsorship role earlier delegated to committee members Simon (recently resigned from the committee) and Athol. Athol again expressed his willingness and keenness to engage in this role.

The smaller sponsorships for the Waiters' Race have been ably managed by Cynthia. DH and the committee need to develop opportunities for larger sponsorship deals for Athol to pursue. These could include sponsorship of Parnell Inc. itself. Other opportunities are for the winter speaker series where sponsorship of the event venue and catering will be needed.

8. Review of Business Plan/ Action Plan for 2010

Changes to dates of activities on the Action Plan are:

Art Snake planned for May, now likely to be mid October
Mountain Fountain Celebration planned for June, now August 29
Parnell Festival of Roses dates confirmed as 6 + 7 November

9. Parnell Inc. policy on Liquor Licenses

Parnell Inc. member, John MacCulloch, had requested that Parnell Inc. make submissions in response to Liquor License applications in the area. As Parnell Inc. had no policy in this matter, the committee discussed a policy with regard to future Liquor License applications. As new and existing businesses seeking Liquor Licenses are/will be members of Parnell Inc., the committee decided that it could not show prejudice by making objections to Liquor License applications.

The committee decided that the policy on responses to Liquor License applications would be:

That Parnell Inc. will not make submissions in response to Liquor License applications, but will undertake, using best endeavours, to notify all Parnell Inc. members of Liquor License applications (and renewals) by way of Parnell Inc.'s weekly email newsletter and website.

In this way, individuals within the community will be alerted to Liquor License applications and may make their own objections should they so wish.

10. General Business

Long-term planning for Parnell Inc.

Further to the discussion on the budget, Chris raised the issue of consistency for Parnell Inc.. That Parnell Inc needs to offer consistency across the programmes and events it implements. As a corollary, Parnell Inc. also needs to plan for continuity within the committee over time. The committee needs to give thought to this issue at a future meeting.

Transparency

Further to discussion on the budget, Chris noted that it was his goal, as treasurer, to ensure that Parnell Inc. became one of the most transparent Mainstreet/BID in Auckland. In order to be as transparent to members as possible, over the next 4 weeks, and as noted in the Manager's report "DH will work towards uploading information to the website for all to see including Audited financials, minutes, manager's reports, advertisements, Action Plan, pedestrian traffic surveys, information on the Parnell Train Station etc. Having all this information on the website will help remove potential for member dissatisfaction, and provide complete transparency on Parnell Inc.'s operations and what we are providing for the members/community"

Chris also noted that the pedestrian survey data be formatted so it provides meaningful analysis over a number of years for Parnell Inc. members, and that this information also be added to the website.

Perceived lack of transparency was an issue for some Parnell Inc. members, including John MacCulloch, who has been corresponding with committee members. Chris has invited John to join the committee. Athol recommended that John be invited to showcase his Aluart product to members at a future member networking event.

Letter from Graeme Duffy, the Cupboard

Rory noted letters received from Graeme Duffy, owner of the cupboard, seeking recognition for fashion designers in Parnell as another key part of Parnell's creative mix. As per Rory's response to Graeme, DH is to include recognition of the contribution made by fashion designers in Parnell Inc.'s weekly email newsletter. (Future newsletters can also highlight other business sectors within Parnell.)

The Darling in liquidation

Committee members expressed their regret at the demise of the Darling, which went into liquidation the week before the meeting. The owner of the publication said good interest had been shown in the title.

Cynthia Crosse shared with the committee a new concept for another community publication, to which Parnell Inc. and other community members and groups could make editorial contributions. The concept was well received by the committee.

Parnell Signage at key entry points to the area

Athol again raised the issue of improved signage for Parnell at the entry points to the area, especially on Parnell Rise. This has been an issue he has championed for some time and Athol used examples of Mt Eden's pillars and welcome features and gateways in both Rotorua and Martinborough.

DH to provide Athol with contacts at Auckland City Council to approach regarding both signage in parks (Fraser Park) and alterations/additions to the Parnell Gatepost pillars, with the intention of highlighting these features and potentially adding the new Parnell logo to them.

Parnell Train Station

The ongoing lobbying campaign for the Parnell Train Station is to be given greater prominence on the website, with a link from the home page to a page detailing progress towards the train station vision.

Network Visuals

DH to make further investigations into cost of co-branded banners, allowing sponsors to support cost of Parnell banners.

Property Owners' Meeting

Invitations have been emailed to Parnell Inc. member commercial property owners. The meeting to be held at the Titoki Room, Jubilee Building from 6pm on Tuesday 27 April.

Items on the agenda will include those raised by John MacCulloch, and will be attributed to him as "John MacCulloch has brought up".

DH is to prepare a Powerpoint presentation to include the Pedestrian Survey results, Parnell Inc.'s policy on responding to Liquor License applications, the recent meeting with businesses at the top end of Parnell Road.

The meeting finished at 7.40pm
Taken as a true account of the meeting.

Signed Date:

Next Meeting: Tuesday May 11, 2010 8am MacDonald Pilcher offices, 92 Parnell Road