

# MINUTES

## Parnell Inc. September 13, 2011



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

**Actions  
Required**

**1. Welcome: The meeting began at 4.00pm. Present at the meeting:**

Carrick Graham (Chair), Chris Swasbrook (Deputy Chair), [Kent Hutchings](#), [Rory MacDonald](#), Miles Nathan, Fleur Denning, Christopher Dempsey

**2. Apologies:** [Kylie Sanderson](#), Athol McQuikan, Kristen George

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

**Motion:** That the Minutes of the August 9<sup>th</sup> 2011 meeting be taken as a true account of the meeting.

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

**4. Matters arising from previous meeting**

Kylie is no longer on the committee

Rather than One Agency present towards the end of the year to the Committee, we would like them to present at the AGM. Kelly to discuss with them.

## 5. Marketing Manager's Report

### Run with the Ball

32 Businesses participated, great uptake considering only 12 businesses ordered Wales Material. This is a great test to see if something small can work for something bigger in 2012 around a loyalty programme.

Objective – to keep people in Parnell

Run with the Ball Cards and decals for shop windows delivered on Friday.

All concierges have been contacted individually and Ricardo now hand delivering cards with Parnell brochures. The Concierges have been very receptive.

Other Advertising –

Parnell Inc advertising on website / newsletter, Verve one pager only, Urban Living PR only, PR release out tomorrow, Event listings.

### Welsh Parties

For every Welsh Game being played, you can catch the Wales spirit with a special Welsh cocktail, Welsh food and music at Parnell's Windsor Castle, McCarthys Irish Bar (formerly The Bog), and the Ivory Lounge.

Welsh Games remaining:

18<sup>th</sup> September Wales v Somoa

26<sup>th</sup> September Wales v Namibia

2<sup>nd</sup> October Wales v Fiji

One Agency assisting bars with PR for Welsh Parties.

### Parnell Inc Website

Looking very good with Yellow and contract through today/tomorrow to check. Will then send to Rory.

### Activity with One Agency

Overall support with Run with the Ball. Walked the street with Kelly to recruit, helped to deliver all material which was a morning. Looked after printing/sponsorship. Championed Concierges.

From the Parnell Inc hospo press release, Peter Calder from Herald on Sunday covered 3 of Parnells restaurants and all reviews were excellent.

PR coming up – Metro through Ricardo who has been working with the Editor Simon Wilson Eye – big spread on New Generation for next issue.

#### Waiters Race

Looking to incorporate “A Taste of Parnell” and “Best Barista”. Document given out as an overview from One Agency.

Meeting next week to be organized by Kelly with One Agency, Chris, Carrick to discuss further.

Market Day was discussed and survey to be completed as to if it will go ahead for not. Noted from Rory that he has the contacts for Johnno who does the music very well if this goes ahead.

#### Feedback from RWC so far

Many of the bars have noticed an increase especially on days that would have otherwise been flat (Sunday). Retail saw a slight increase last week however this week dreadful.

## **6. Treasurer’s Report**

We are still working to have Xero fully operational with budgeting capabilities which will provide the Committee with improved financial visibility and planning capabilities. We expect this to be completed by the next meeting.

For the year ended 30 June 2011 we operated at a small loss - NZ\$ 2,266. We continue to have over NZ\$ 50,000 of liquid cash on hand to fund our ongoing operating costs. However, we do need to investigate further grants and look to request (if possible) an increase to our grant from the Council which we have held steady for the past two years. The reason is quite simple we require additional funds to undertake the investment / events program we currently have in place.

## **7. Christmas Decorations and Lighting up Parnell**

Miles gave the committee an overview:

Existing tree upgrade completed at a cost of approx \$4000.

Deco lighting have been working with Parnell Inc on options.

Prices for lighting trees is from \$900 to \$6000. They do require an incredible amount of strings.

Parnell Inc identified trees on both Council land and private land that could be lite. Deco then spoke to Auck City Arborist, not helpful and position taken that couldn't light trees.

It was put forward to Holy Trinity that we would look to subsidise their 3 trees at the front of the Cathedral. Grant Hope has advised they have no money but if the lighting in 3 or the trees was FOC, they would be fine with it. Alison Acquisitions not interested unless we pay however found out that the trees are on council ground.

Auckland City Council are investigating a footpath upgrade in November. This may be an opportunity to work with them to uplift the pin oaks. Council (Andy) agree with this idea.

Kelly will keep in contact. Do need to be mindful that uplifts work well in dim areas only.

Metal haylide – very cheap to run and lovely light.

Options around lighting up Parnell:

1. Lampposts – decorate 6 (3 sets). Permanent fixtures however price of \$36k prohibitive. Option to look at cut down version for half the cost.

2. Star lights strung across the road. Kelly to pass on info to Shay to start the process but this would be for next year not this year due to time constraints.

3. Norfolk pine as Christmas Tree. This would be the focal point in Parnell.  
In conjunction with a street party, whole community invited for the lighting of the tree. Star on top for Christmas. Social media around guess how many lights are in the Parnell Christmas Tree with prizes. Late night shopping, Parnell School Choir.  
Kelly to have Shay (Deco) confirm that this would look like a great Christmas tree since the condition is not the best with some branches missing. Once confirmed, Kelly to book in for the assessment of the tree.  
The tree is under the umbrella of heritage however Nic Stodd from ACC is in favour of this and verbally mentioned that if we complete a tree assessment, he would have no issue signing this off. Resource consent can take up to 20 working days.  
Timeframes are tight so we need to confirm asap.  
Kelly to confirm with Parnell Inn as to how much they would be prepared to put in.  
(If Parnell Inn are able to put in, this may allow Parnell Inc to light 1 Cathedral Tree)

Garlands to be given to the Jubilee. Parnell Inc would then require a pic in their newsletter mentioning Parnell Inc.

Is there a lighting fund from Council? Christopher to followup.

## 9. Planter Boxes on Parnell Road

It was agreed to get Carl Pickens Landscape Archtiect to do a preliminary design for \$1,000 including GST etc. He has agreed to this stage and will get back to Kristen with a presentation and pricing. As Kristen is away we will discuss at next Committee meeting.

## 12. General Business

**AGM Date Set** – Kelly to put in newsletter and check with Krissy as to when advertised next week. Date set Oct 4<sup>th</sup> 6pm Jubilee Building. Refreshments to be provided. Cafes to provide platters (NSP and Mink?)

Christopher thinks there may be issues coming up with the Parnell Station. Will keep us informed. Christopher will also follow up on the traffic lights at Parnell Rise. We do not want this to go ahead. Fleur wanting to know a guest speaker Parnell Function later in the year.

Need committee nominations, Carrick gave out forms.

Kelly to pass on Xero password to Chris.

The meeting finished at 5.15pm  
Taken as a true account of the meeting.

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

## Future Parnell Inc Committee Meetings

**November: 4:00pm. Chris Swasbrook offices, 77 Parnell Rd**

