

MINUTES

Parnell Inc. March 14th, 2012



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

1. Welcome: The meeting began at 4.10pm. Present at the meeting

Chris Swasbrook (Deputy Chair / Treasurer), Miles Nathan, Athol McQuilkan, Wayne Bevins, Christopher Dempsey (Local Waitemata Board representative), Andy Waugh (Auckland Council representative), Kelly O'Shannessey, Kristen George

2. Apologies:

Carrick Graham (Chair).

3. Confirmation of Minutes from previous meeting

Wayne noted some inaccuracies in the Minutes of the previous meeting. The first point was the Bid Expansion of which both Wayne and Athol are firmly opposed to due to lack of funding and resources. Despite this the majority of the committee (and Parnell Inc staff) agree with the BID Expansion. The second point was to do with Lighting and that the sub-committee was unaware of Peter Martin from Auckland Transport and sought clarification on his role and how to contact him.

Motion: That the minutes of the last meeting be amended to reflect the above.

Moved/Seconded: Wayne subject to amendments Carried: All

4. Bid Expansion Strategy

Kelly, Kristen and Andy attended a 3 hour BID Expansion workshop.

Kelly recommended that we park the BID Expansion for 6 months however during the 6 months fact find the expansion area and introduce an Associate Member Programme (there would be a fee with this).

Wayne expressed that he is 100% unhappy with the idea of a BID expansion due to resource in the office and what it would take away from the Mainstreet. Athol is also 100% opposed to the idea as he would like to save money for members (and ratepayers).

Andy Waugh passed out the New Bid Policy which is to be read by every committee member prior to the next meeting, signed and returned to Auckland Council – no particular deadline. Andy Waugh also mentioned that there may be extra funding available from Council for the BID Expansion and is going to supply us with an A1 map of our area.

Chris Swasbrook noted that Newmarket were finally successful and with more budget we can increase our marketing of the Parnell area but he highlighted that the key issue really is 'what is our offer'.

Miles Nathan said he was "on the fence" at this stage.

Motion: Keep issue on the Agenda and that Kristen and Kelly are to spend no time on this issue.
Moved/Seconded: Chris Carried: All

5. Website Update

Kelly O'Shannessey presented an update on the Website strategy.

The final recommendation from Kelly after completing a thorough due diligence comparing 5 different companies to get the web site completely up and running and operational was Zzili for the following reasons:-

- Highly competitive quote
- Large digital portfolio including:-
 - Waiwera.com
 - 42below.com
 - voicemagazine.tv
 - hummer.com
- They don't translate; they create and understand the essence of Parnell and would like the opportunity to fit in with our strategy moving forward.
- Not only are they doing the site design / functionality but also content generation (photography & business profiles) and Parnell identify. Also includes style guide.
- No time constraints on time with designers, they will keep going until we are happy with it.
- Fantastic attitude and want this project because they believe it is interesting and they believe in it
- Need their expertise to compete against the likes of Britomart, Big Little City

It was agreed by all committee members that it was a good price and that Zzili made a good presentation and seem to understand and be very supportive of Parnell. Wayne tabled that he had many years experience with websites and suggested we avoid Flash as this was old technology and was not something we should be using on our web site. Wayne agreed that the quote was good value. Kelly undertook to relay these comments to Zzili

Agreed to a capex spend of \$6,300

Motion: Zzili would be commissioned at a capped cost of \$6300 and no flash to be used.

Moved/Seconded: Chris Carried: Miles

6. Financial Update

Chris Swasbrook reported the financial position of Parnell Inc and that a surplus was forecast for the year ending 30 June 2012.

Budget was put aside for \$10,000 for the Waiters Race which had some "padding" in it. It was noted that the "Salaries" for the month of February were higher than usual due to the dates that the pay fell on in the month. It was noted by Miles the high printing for October 2011 and stated by Kristen this was the Parnell brochure printing.

It was also agreed the website development and furniture / fitting purchases would be broken out a separate lines within Xero.

7. District of Lights Update

Miles had a positive meeting with Simon Cook of Auckland Council Parks and Reserves and Nick Stott who is a Heritage Arborist. They are very supportive of lighting the Kauri with twinkle lights and

the Resource Consent will go in tomorrow. The Lighting Committee are working with Shay on the quote.

Andy Waugh, Lisa Dunshea (Auckland Council, Urban Design Specialist) Miles, Wayne and Kristen had a meeting to discuss the urban design of Parnell and lighting up buildings. It was clear there was no support from Auckland Transport or Auckland Council for any uplighting in the footpaths. But lighting of buildings might be more appropriate. Lisa recommended Robert Lipka who is the Auckland Council Streetscape and Masterplan designer to discuss moving forward with the Pin Oakes. The Pin Oak rectangular curves are a trip hazard and would be good to update with the permeable pebble seal.

A meeting with Shay of Decorative Lighting will occur with the sub-committee prior to the next Parnell Inc meeting to demonstrate in ground LED lightings.

Budget for Kauri Tree lighting will be \$15,000.

8. Events and PR Update

Kelly O'Shannessey presented Work in Progress at the Parnell Inc office at present and also noted that during the course of a day we can have on average 20 visitors. Christopher Dempsey will provide a contact for Kristen at ATEED to see if we can get someone to cover the office.

If the committee has anyone come to them wishing to discuss anything in Parnell then please advise Kristen or Kelly so we can contact them directly.

One of the issues discussed was feedback from members who are concerned that Parnell's Restaurant and Bars are not up to the standard of Britomart and Wyndard Quarter. A number of restaurants have been noted as grubby/dirty. A proposed action was to look at a "Hospitality credible" person to engage with Parnell. Wayne disagreed and said that Parnell is old and this is part of its charm. He believes Parnell Inc just needs to focus on bringing the people in. Kelly disagreed and mentioned Steven's presentation from Marketview. Steven stated that being pretty and beautiful is no longer a competitive edge. We need to have a good product.

Christopher Dempsey stated that dining is one of our critical strengths in Parnell and the Eastern Bays and we need to support that. Lighting up the street will increase the value of living and dining in Parnell.

Wayne Bevins is not participating or supportive of the Waiters Race on the 31st March 2012. Stated that he doesn't like the Waiters Race, his business doesn't have Waiters and also doesn't like spending money on One Agency. Wayne also stated that no one contacted him, in particular Ann, for weeks to see if he could help and it was some time later that Kelly did. Kelly will follow through with this.

Acting Chairman, Chris Swasbrook made the point that if committee members make offers to assist with events / etc, then it is incumbent on them to follow through. He also asked the other committee members if they would be around to support the Waiters race – Miles and Athol indicated their availability (as did Chris).

WIP Events

- Waiters Race 31st March 8, 2012 (One Agency)
- Property Owners event TBA with Marketview analysis
- 24th March Urbis Day - ticket giveaway via newsletter and One Agency PR in Verve.
- Business Session – Ludo Campbell?
- 10th May Market Day / Mothers Day
- Parnell Rose Festival – meeting with Parnell Trust to see if it will progress again this year.
- September / October Fashion Event with Mercy Hospice to be investigated.
- Music in the Parks – investigated for next summer.

- Targeting the Eastern Suburbs
- One Agency are working on a sponsorship idea with hospo and American Express/visa. Ideas presented at review meeting.
- Proposed event with Parnell Village

PR – One Agency

- Verve Feb – half page – Parnell leading Auckland with its Design Showrooms
- Verve March – half page – The 2012 Parnell Waiters' Race
- Press Release for The Waiters' Race out March 13th.

WIP other

- Proposed roundabout
- Proposed refresh of Parnell Inc
- Partnership between Parnell Inc and AUT for empty retail space – Krissy now researching with Landowners.
- Discussions with K'Rd and Takapuna Beach Business Associations, further discussion at next Committee Meeting.
- Marketview and next steps. Approval to go to next stage with research.
- As highlighted at our last Committee Meeting re burglaries, I have meet with our local constable and then again with Parnell Trust. Campaign around neighbours day is progressing.
- Krissy – Graffiti
- Krissy – planters and will present at next Committee Meeting

Kelly O'Shannessey has been out speaking with 14 different business and landowners in Parnell and the following has been the feedback.

Issues and actions

- Foundation Precinct not feeling part of Parnell due to distance. Action - We will investigate a Business Session at Cavit and Co as well as seeing the possibility of the cruise ships including them in their stops.
- Kevin Harvey doesn't see the value of Parnell Inc. He pays \$35k and wants tangible results. Action - He would like the idea discussed of advertising on the back of buses. Idea to work an event with Parnell Village. Help with council issue and resource consents.
- Concern over empty shops along the strip. Action – short term working with AUT to fill empty spaces with spatial design / art. Long term – marketview and landlords.
- Parnell Inc Refresh – still WIP however of the 7 businesses asked for feedback, 6 in favour, 1 neutral. Neutral response from Kevin as believes it is not our job as already done with ambience, history and relaxation feel.
- One business member believes we are too retail focused and not enough about the community. Action – email out to businesses on communication on relationship with council and advocacy arrangement available to all members.
- Concern that Parnell Restaurants and Bars aren't up to the competition of Wynard Quarter/ Britomart. Places grubby etc Action – Hospo credible person to critic Parnell and present to Hospo members. Have asked One Agency if they know who that credible person may be?
- Britomart engages people, Wynard quarter hospo not that great but excellent use of space. Our strip isn't well utilized. Action – work towards Parnell being a place to be. Heard Park and interesting pieces (containers, pop ups), use of students "come and play", AUT lighting up side of buildings (?), rooftop bars.
- Signage looking tired Action – wayfinder signs bigger than individual signage that aren't as appealing. Guidelines for landlords to agree too. Buy in at Landlord session.
- Parnell needs to determine who it is or rather could be due to the other offerings around town. Need a product to support and reward peoples interest. Action – need a clear vision. Flow through from work with Marketview.
- Support of Endowment fund. Action – Kelly to discuss further with Chris.

9. General Business

Andy Waugh Council

Presented the New Bid Policy and the Improvement District Policy. All to read.

Presented footpath cracks with the view to getting Auckland Transport to upgrade these. At this stage Peter Martin at Auckland Transport has said no. Wayne mentioned there are a lot of accidents from the cracking in pavement.

Lighting Buildings in Parnell presentation by Dove Module. The many suitable buildings for this in Parnell are:-

Heard Park Building
Geyser
Cathedral
Old Library Building
60 Parnell Road
347 Parnell Road

This would be a ground breaking project for Parnell. All of the committee loved the idea aside from Wayne.

Resolved: Andy to investigate further with no financial outlay

Moved/Seconded: Chris Carried: All

Proposed Roundabout

Chris noted before the discussion began a disclosure of interest that Miles Nathan is the owner of 60 Parnell Road.

Miles has concerns over the proposed roundabout at the top of Parnell Rise. He has sought advice from the Traffic Design Group and their research showed a very negative impact on the businesses in and around Parnell. The main findings would be the queues that would form on either side of the roundabout (Parnell Rise / Parnell Road). This would turn off businesses coming to Parnell, would not be safe for pedestrians or cyclists and would increase the pollution in the area as the cars queue on either side. 'If it ain't broke don't fix it'.

Kristen to send out to Hester at Auckland Transport prior to the closing deadline.

Tabled: Chris Swasbrook

Moved/Seconded: CS, WB, AMc, MN, CG (Absent), CD (Abstained)

Part Time Staff for 327 Parnell Road

Chris disclosed a conflict of interest with regard to the proposed part-time staff for the office being John Binsley (Father-in-law) and Colleen Swasbrook (Chris' Mother.) Both have offered their services to man the Parnell Inc office at minimum wage rates when required as they both live in Parnell.

The Committee noted this conflict but supported them manning the office on Fridays initially (but also on as when basis) for minimum wage as it has been problematic sourcing unpaid volunteers.

Planters for the Pavements

It was noted that this would be added to the Agenda after several retailers requested an update on where we are at with these.

Parnell Train station

Christopher Dempsey updated the committee that the works for the tracks have been completed. Design of the Parnell Train station works will happen in Christmas 2013. Parnell Train station to be added to the agenda.

Tunnels of Parnell

This item is to be added to the agenda and Christopher Dempsey keeping the committee up to date on the latest. At present council is scoping the tunnels to see if they can be re-opened.

The meeting finished at 5.58pm
Taken as true account of the meeting

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

Future Parnell Inc Committee Meetings

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