

MINUTES

Parnell Inc. September 18 2012



Venue Parnell Inc office, 327 Parnell Road

1. Welcome: The meeting began at 4.15pm - present at the meeting

Christopher Swasbrook (Deputy Chair/Treasurer), Miles Nathan, Cathy Romeyn, Jillian de Beer, Christopher Dempsey (Local Waitemata Board representative), Jonathan Gooderham, Callum Baker, Guy Whateley

2. Apologies

Athol McQuilkan

3. Confirmation of Minutes from previous meeting

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

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

Chris introduced Jillian de Beer and welcomed Cathy Romeyn as the new general manager.

4. Summary of Parnell Business Improvement (BID) District Marketplace Activity by Jillian de Beer

Jillian began with a sketch of the central city areas encompassing K Road, Ponsonby, Britomart, and Parnell. She presented findings based on Marketview research conducted in the 12-month period ending 30 June 2012. Printed copies of her report were distributed to those present.

Key points included Parnell's total consumer spend is down -9.5% during this period. Newmarket, and Remuera were also down, but to a significantly lesser degree (-0.7% and -5.3% respectively). Conversely, Kingsland enjoyed a +16% increase in their total consumer spend.

Discussion included the effect of businesses leaving a district and the effect of losing people in that area. An example was given of the effect of 2,800 people leaving K Road and the subsequent closure of the local lunch café as a result.

It was agreed a specific session to be held with Jillian to further discuss the findings and what plan of action to be established in light of these findings. A preliminary date of **Tuesday 30 October** was set, from **4.30pm to 6.30pm**. Chris S. suggested this session should also include Jenni Goulding, one of the authors of the *Tomorrow Parnell* plan. Cathy Romeyn to organize and advise this date suitable, once committee members have confirmed.

5. Christmas Decorations 2012

Cathy presented the current situation with regard to decorations i.e. we have approximately 15-18 existing garlands (exact number will be know when storage is rearranged this Friday).

Both Network Visuals and Ton van der Veer Limited had presented quotations for decorations and it was decided to accept the Network Visuals proposal.

1. This includes a mix of street banners – a generic and a Christmas theme banner will be produced and these will be hung from 24 poles in Parnell Road and an “upside down” Christmas Tree on 25 poles.

Banners

Cost for print and installation: \$4496 plus GST

Design cost tba – we will use local designer (Helen Cisowski who has done previous work for Parnell Inc) – I have asked for samples of the Christmas tree balls so she can work in with these and achieve a uniform look down the street).

Trees

25 trees to be hung on alternate poles to banners: \$10,200 plus GST

Storage: \$1500 plus GST per year with a 50% off first year

Callum Baker commented he might have suitable storage for these decorations going forward.

2. **Ton van der Veer's** proposal for the decoration of 9 to 11 designated lampposts at a cost of between \$28,303 and \$28, 314 was decided not good value for money.

Network Visual's proposal was agreed on.

Motion: CS

Moved/Seconded: CD; **Carried:** All

Guy Whateley suggested empty shops be lit up and decorated. Jonathan Gooderham suggested a Christmas Shop retailer be approached and invited to set up. He also suggested having “angels” back on the street offering to pay for parking and a best window display competition: CR to investigate these suggestions.

6. Financials

CS presented the budget forecast July 2012 to June 2013. This was accepted with the note that Market Day budget for \$5000 be divided between the two market days: November 2012 and May 2013

Motion: Budget

Moved/Seconded: Christopher / Miles; Carried: All

7. Lighting Update

Miles informed the meeting that the cathedral is a possibility for more tree lighting with an estimated cost of \$7200 for the large tree and \$14,000 for lighting three. CS suggested an arborist to check the large oak tree as this is showing signs of ill health.

Miles also confirmed four trees at Tribeca have been lit. He also confirmed the existing “yellow” lights currently operating in the street will be changed out with “white” lights.

8. Staff & Committee Departures / New Committee Members

Kelly O’Shannessey has now left Parnell Inc and Cathy Romeyn started Tuesday 11 September as general manager, working four days a week. The two interns finish on Friday 5 October with a new intern starting mid November. Sally Jackson has agreed to stay on as a volunteer in the office on a Monday.

Three nominations have been received to join the committee: Guy Whateley, Jonathan Gooderham and Callum Baker.

14. General Business

- Christopher Dempsey, representing the Waitemata Local Board advised on funding available for the painting of (two) utility boxes in Parnell and presented some visual ideas. The design for these will be a joint decision from various Parnell committees and the project is planned to be complete by Christmas.
- CS informed the meeting that Kylie Sanderson is again organizing Art Week and has a budget of \$10,000 allocated.
- It was agreed by all that White Night will be held again in light of last year’s success.

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

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

Future Parnell Inc Committee Meetings

- AGM 2 October 2012 Hobson Room, Jubilee Building, 545 Parnell Road
- October 30 2012: 4:00pm. Venue TBC
- December 4 2012: 4:00pm. Venue TBC
- January 15 2013. Venue TBC
- February 19 2013. Venue TBC
- March 26 2013. Venue TBC
- April 30 2013. Venue TBC