

MINUTES

Parnell Inc. June 20 2013



Venue Parnell Inc office at 323 Parnell Road

1. Welcome: The meeting began at 4.00pm - present at the meeting

Miles Nathan, Cathy Romeyn, Callum Baker, Guy Whateley, Paul Spackman, Athol McQuilkan, Alan Pack, Christopher Dempsey, Andy Waugh, Murray Fitzsimmons.

Miles welcomed everyone to the meeting.

2. Apologies

Vivienne Farnell (NSP), Antonio Crisci (NSP), Jonathan Gooderham, Kevin Harvey, Jamie Warwick (Style & Grace), Rosemary Eady

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: Miles

Seconded: Athol

Carried: All

Matters arising: Christopher Dempsey confirmed he had contacted Andy Waugh with regard to ascertaining if there would be Local Board funds available to resource a BID expansion project. Andy replied that he had read in our 7 May minutes that the committee had voted to put a hold on this. Discussion was held on the "branding" sub-committee meeting, which made it clear, that to be most effective, we need to be promoting the whole of Parnell. Decision was made to wait until sub-committee made more progress and Andy Waugh's replacement was bedded in before revisiting the BID expansion idea.

4. Financial Update

Miles presented the financial update - bank balance(s) as at 19 June 2013:

Savings \$102,764.36

Cheque \$5,460.82

Total: \$108,225.18

Cathy informed the meeting of the \$7,877.50 being credited back to the account on 20 June from Deco Lighting. Their annual maintenance fee had been paid in full – in error – the credit back was less the two monthly installments for May/June. They will now be paid on a monthly basis beginning 20 July.

5. Acting Chair changes

Miles informed the meeting he was stepping down (on a temporary basis) as Acting Chair due to being overseas for the next nine weeks.

Motion: that Callum Baker be appointed Acting Chair in his absence

Moved: Miles Nathan

Seconded: Athol

Carried: All

The committee thanked Callum.

6. Sub-committee “branding” meeting

Guy Whateley was late to the meeting, so Miles gave the committee an overview of the sub-committee meeting held on 10 June at Velocity.

- Progressive brainstorming session with some invited guests including Terry Gould Chair of Heart of the City Inc and Rosie Eady (originator and CEO of Parnell Bus Assn) from 1980 to 1998) Alan Pack and Antonio Crisci from NSP.
- Discussed Parnell’s fundamental values of arts and creativity. Its advantages of being between the city and the affluent eastern suburbs, being sunny and warm with excellent city and harbour views. That Parnell businesses off the strip need to be included.
- Terry mentioned he was talking to an “Angel Landlord” who may assist property owners to reposition shops and find tenants.
- We spoke to the Ponsonby Café on Ponsonby Rd who has a restaurant formula there that would transplant very successfully to Parnell Rd. The vacant Essence shop would be ideal. Someone needs to follow this up.
- In brainstorming Parnell’s new future direction it became extremely clear that there is much more to Parnell than the quaint old 100-year old retail village façade that is the oldest suburb in NZ.
- Beneath that quaint Parnell exterior there is a growing cluster of cutting edge businesses here including Icehouse, Zero, Trade Me, Google, Dell, Jasmex and Lanzatech www.lanzatech.com Shawn Johnston recently named one of the most innovative companies in the world which has developed revolutionary intellectual global technology to convert industrial smokestack emissions into ethanol. A world leader and global game changer.
- We also understand Parnell also has the fastest internet speed in Auckland.
- In order to expand the BID we just need to sell the concept to the building owners who pay the rates and not the tenants?
- Terry explained that they have a constant battle against the Malls. They work closely with Council. Fund security guards, provide Tourist ambassadors round the streets on Segway’s, free queen Street bus’s and pay for Santa at a cost of \$400k pa.
- Market the ‘Big little City”, support Fashion Week, restaurant Month. They leverage money by involving other parties - HOC match dollar for dollar with other parties i.e. newspapers.
- HOC board is made up of members who represent business sectors. They have a city centre manager.
- We discussed that Parnell Inc is artificially constrained by our illogical BID boundaries. Parnell Inc at present represents only Parnell Rd businesses - retail obviously but just as important are the businesses above ground floor. Pushing Parnell Rd only won’t work - we must promote greater Parnell i.e. St Georges Bay Road and the side streets also. By so doing Parnell will flourish.
- Alex Swny uses Colenso as his advertising agency. Colenso is agent/representative for Tyler Brûlée. Alex wants to use Tyler & his company Winkreative to re-brand Auckland central.

[Tyler Brûlé - Wikipedia, the free encyclopedia](#)

[One-eyed man's view of Auckland | The National Business Review](#)

Winkreative

- Miles visited the Sydney VIVID light festival on Sydney waterfront where the Opera House and many waterfront buildings on Circular Quay and Darling Harbour are illuminated by world-class laser and LED lighting projection. The annual two week festival attracted thousands of tourists every night.
- Miles provided feedback from consultant Demetri Baches, a highly regarded urban planner in the USA: his conclusion was nothing fundamentally wrong with Parnell in terms of hardware – streetscape, buildings, road etc. He obviously observed there were things one might do better starting again, but his view was that it is a software issue – owners' expectations, lease rates, investment in businesses to attract high numbers of people in the right mix or which become known as icons of their type, marketing strategies, use types and balances.

When Guy joined the meeting he added the meeting had established Parnell suffers from the perception of being outdated; we need to build up a picture of being an extraordinary place with extraordinary people; Parnell as a happening place; people dedicated to their craft. Guy is going to create a brief to present to the sub-committee.

Callum raised the point of young people using social media to immediately report on whether something or some place is good or not. Murray Fitzsimmons expressed surprise there are no retailers on the Parnell Inc committee.

7. Lighting update

Athol advised Council had approved the lighting of the two rear trees in Heard Park and the sculpture wall. The front tree was deemed unsuitable. Miles reiterated that Parnell Inc pay for the hardware, but look to outsource the power charge. Miles asked Christopher Dempsey to enquire if we could access existing power to the park.

Cathy advised of her meeting with Peter Martin, Auckland Transport, to find a solution to getting power reconnected to the Kauri Tree in Fraser Park. Peter Martin is exploring the possibility of turning the existing street light pole over to Parnell Inc; removing the street lights; capping the pole; earthing it; installing a fuse box and completing the meter box. There will be no charge to Parnell Inc for this work. Parnell Inc will then be responsible for paying the power through this meter.

Deco Lighting is installing additional circuit breakers to the Beacon Tree following the lighting strike – Athol is following up with Shay as to when the lights will be working again.

8. Farewell and thank you to Andy Waugh, Economic Development Advisor

The committee thanked Andy for his wonderful work and support over the past three years and wished him all the best on his move to Melbourne.

9. CCTV and bookApark

Callum met with Gillian Stewart, Auckland Council, who is working on a best practice guideline to CCTV in Public Places: the connection between BIDs, the police and other affected parties. She confirmed we are on the right track with our investigation into what SecurePlus has installed at Panmure, Onehunga and recently in Otara.

Andy suggested Parnell Inc would provide a good case study since we are just at the beginning of this process – he will push this idea with Gillian as it might help with our application for funding. Andy has worked on other CCTV plans and will drop in the relevant documentation to Parnell Inc office.

Callum advised approximately \$50,000 required to provide a flexible system including maintenance. Work on partnerships with landlords.

Callum went over the crime statistics graph prepared by Cathy from the crime reports received from Constable Donna Govorko. There was discussion about the part better lighting plays in making the area safer. Miles commented on the difference this has made to his property at 60 Parnell Road.

bookApark: Callum explained the system to the committee members not present at previous meetings. He also explained that with the sale of Tournament car parks to Wilsons, this has created a problem – Wilsons not interested in the bookApark system. Martin Cleland-Pottie (bookApark) has the complete list of car park buildings (and contact details) in Parnell from Cathy, but has asked CB to supply him with details on any other available parking in Parnell. Christopher Dempsey mentioned the need be careful these parks are well lit and secure.

10. General manager's report

Meetings since last committee meeting, 28 May:

1. 28 May: **Matrix Security** – Sam Woolford
2. 30 May: **NZ Herald** – Stacie – Waiters' Race coverage
3. 30 May: **Traffic Management NZ** – Roy McKinnon
4. 05 June: visit to **Elephant House** to discuss tour operator talk
5. 06 June: **gather & hunt** here – Alice and Courtney
6. 07 June: **bookaPark** meeting here – Martin Cleland-Pottie
7. 10 June: **Verve magazine** – Fran and Jude
8. 10 June: **sub-committee** meeting
9. 11 June: **Network Visuals** Christmas – Sophie Lawrence
10. 12 June: **SecurePlus** here – Jason, Miles and Callum
11. 13 June: **BID team leader** meeting here – Gill Plume, Andy Waugh
12. 13 June: **passionPR** – Leanne Frisbie
13. 13 June: **Artweek** meeting here – organisers, Parnell Gallery, International Art Centre, ArtReal
14. 14 June: **Mediaworks** – Tracey James
15. 14 June: **Donna Govorko** here – catch-up
16. 14 June: **Parnell Bar & Grill** – Murray Fitzsimons
17. 18 June: **Auckland Transport** – Peter Martin to visit Kauri Tree
18. 18 June: email and phone contact with **Double Bay, Sydney** manager – will share ideas
19. 19 June: presentation to **15 i-site employees at ATEED**
20. 20 June: **Auckland Council** and **Parnell Community Committee** – meeting at Jubilee building to discuss the **Domain draft plan**

MAY meetings: **Rotary** breakfast (sculpture walk presentation); **web** company fixes; set up meetings with **5 Parnell business** and hosted **Chinese** Film Company around Parnell – they have an audience of 24 million and readership on travel magazine – 750,000 per month; **crime prevention** meetings – business and one for locals in the evening; **Waitemata Local Board** presentation; parking seminar; **BID** meeting x 2; **Jason's** advertising; **Unitary Plan** meetings x 3; attended Parnell **Community Committee** meetings at night x 2; **Onehunga** Business Association; **Panmure** Business Association;

interview next **AUT INTERN** candidates – offered and had acceptance from Nikala Hanley – an older student who has been working in Advertising and Marketing previous to doing her Business Degree.

B2B MEETING

10 June at Shanghai Lils: purchase and deliver wine on Saturday 8 June. 35 people attended on the night; serve drinks; address the meeting; invite open discussion; introductions; prize draw. Good feedback following meeting.

ARTWEEK 11-20 OCTOBER

Convened a meeting with our participating galleries: received emails from five (of our 8) that they weren't planning on joining in this year - held meeting anyway with organisers, Parnell Gallery, International Art Centre and new gallery, ArtReal. Following meeting, I wrote to the five (and visited), outlining the benefits of being involved and how we cannot afford to NOT be involved. As a result, four have come on board. I have also secured additional events around this week – Emma Rogan from the 100-Day Project (TED speaker); Kevin Harvey's Burt Munro bike on display, an Asian event at new gallery with Asian Foundation involvement – lantern displays in alleyways etc. First time an Asian event planned in Auckland's Artweek.

WAITERS' RACE

Walked the desired route for this year's event with Traffic Management NZ (recommended by Auckland Transport) – have permission to close the eastern pavement and that parking lane, from around Hulme Court down to Heard Park. Have received plan and quote - \$2875 (+GST).

KAURI TREE LIGHTING

Met with Peter Martin from Auckland Transport to finally sort out the power issue for the Kauri Tree. This had stalled between Deco Lighting, Vector and ourselves, for quite some time – good result with a solution being confirmed next week.

SCULPTURE WALK

After letter to Parnell Rotary outlining the project, expected cost of the plinths and attending their breakfast meeting, we have received confirmation they wish to support us – they have offered to pay 50% of the plinth costs – approximately \$2300 if we manage the wish-list (\$100 contribution from them per plinth). Have identified the first 5 sites and ascertained who owns these to approach for permission – Royal Foundation of the Blind; private owner; Auckland Transport and Auckland Council. Am waiting on soft copy of the project book to send out with introduction and request for permission.

CCTV

Visited Onehunga Business Association and saw their system in place. Contacted their supplier, SecurePlus and organized a site visit with Miles and Callum to the Panmure Business Association – also use SecurePlus and more our size.

bookApark

Met with Martin to discuss: have provided him with all details of the parking operators in Parnell – he is pursuing and will report back. Possible problem with Tournament (who he already deals with), selling to Wilsons – who aren't interested.

BUSINESS CONTACTS

1. Perfect Pieces - now retailing – update website and their offer to host next B2B.
 2. Linden Leaves– assist with notifying customers shop shut due to illness.
 3. Nails of Parnell – meet to discuss promotion on Facebook.
 4. Parnell Baby Boutique – new business; add to website; organize face to face.
 5. Gingermegs – new hair salon – met, add to website, invited to B2B
 6. Icon Textiles – moving from the Strand to Earle Street – meeting arranged.
 7. Style & Grace – meet with Jamie and extend invitation to committee meeting.
 8. Parnell Bar & Grill – meet to update on feedback and discuss Dog in Park event.
 9. Orsini – discussed with Sarah her trip to Italy and street planters – pics available.
 10. ALL the art galleries.
 11. Ruben café to discuss opening on a Saturday for Artweek and hosting an artist breakfast/brunch/lunch.
 12. Parnell Real Estate – unhappy with the Colliers International initiative on our website promoting their space to lease – provided Cyril with our Association rules and explained Colliers are paying Associate Members and they designed and built at no cost to us. Invited him to create a similar package if he wishes to.
 13. Elephant House – to talk with visiting tour operators
 14. ArtReal – new art gallery above Elephant House – invited owner/artist Ingrid to attend Artweek meeting.
 15. Emma Rogan – 100-Day Project: connected her to Saatchi & Saatchi and Kohler as possible venues in September
- Many others...just in daily networking.

ADMIN MATTERS

MOVED OFFICE

Organised pack up of old office – trips to storage; move to new office; Telecom; power reading, new account; furniture; photos rehung; decision on cabinets, paint, carpet; clean of old office.

INSURANCE: have been getting quotes from our current broker and broker who addressed BID meeting (Glenn Stone) on adding Association Liability AND what cover we can get for the fairy lights (valued at nearly \$40,000). I have received a quote from Glenn Stone – will discuss when I have complete report.

ACCOUNTING

Decision made to stay with Lynch Phibbs until Miles' return in September. FYI: I asked the BID team for information on what other associations are paying:

If the total income was between \$300-400K the Audit cost range was \$3500-\$6485 and Accountancy range was \$2188-\$24,480 – an average of \$4962 and \$7915 respectively.

Our audit charge is about right at \$5000, but our accountancy charges are at the high end – around \$13,000 from September 2012 – June 2013 (however, this did include the original set-up stage). Have met with our local Small Business Association franchise owner to

discuss his fees – he has quoted around \$1000 – which in light of the above, needs further investigation.

SOCIAL MEDIA/WEBSITE

Daily attention to keeping up-to-date: Pinterest, website, Facebook, Twitter

EVENTS

Have set up the structure for the proposed event calendar and met with passionPR to discuss and request quote:

July/August: Pamper and Indulge – beauty stores/food/promotions
September: Dog event – Bark in the Park/Dog and Grog
October: Waiters' Race
October: Auckland Artweek
November: Rose Festival Market Day
December: Christmas Festival

PROMOTIONAL COLLATERAL

This needs URGENT attention: we have run out of the (out-dated) DLE brochure that is our main piece of printed material. NEED decision on what our BRAND is – would like AUT intern to work on getting retailers to sign up; quotes from printers; designer and so on.

14. passionPR presentation

Leanne Frisbie, Director passionPR addressed the meeting on her company's proposal to assist general manager Cathy Romeyn with event management and PR required between June and December 2013. Their services will include:

- Developing a PR calendar of activity for 2013 based on plans already underway by the general manager and adding some new initiatives:
- ✓ **Art in the Window** – ASAP: a competition for artists to create beautiful pieces of window art to hang in the empty shop windows with voting and a prize given out to the top artworks during Artweek.
- ✓ **Calling all creative businesses** - ASAP: a direct marketing campaign targeting ideal businesses for Parnell.
- ✓ **Pamper and Indulge** – July/August: working with beauty stores and food and beverage venues to offer gorgeous promotions to make winter heavenly inside and out! Get your Parnell passport to beauty, and receive amazing bonus gifts and treatments on the way.
- ✓ **Dog n Grog** – September: the perfect outing for dog mad Aucklanders. Drop your dog in Parnell's pop up doggy day care and/or have him groomed while you enjoy a drink in Parnell, or bring him with you to a dog friendly venue.
- ✓ **Waiters' Race** – October: see the best of Auckland's waiting staff battle out in the famous institution that is The Waiters' Race.
- ✓ **Auckland Art Week** 11 – 20 October: discover the arts, culture and design precinct that is Parnell through a walking tour of Parnell's hidden treasures.
- ✓ **Parnell Market Day/Parnell Rose Festival** 16-17 November: Fill your senses with the smell of roses and then head to Parnell Village to complete your weekend with shopping and delicious food.
- ✓ **Christmas Festival** – November/December: a Pohutukawa Christmas fantasy awaits in Parnell.
- Strategic advice and consultation
- Concept development
- Developing and implementing a digital media strategy
- Working with Parnell Inc to identify story opportunities and promote events
- Assistance with advertising campaigns

- Event management
- Event listings
- Writing of press releases, copy writing and other articles
- Collation of media databases for target media
- All media liaison, pitching and follow ups
- Regular client liaison, briefings, meetings, and updates
- Media evaluation reports
- **Monthly fee:** up to \$5250 plus GST (30 hours per month)

Leanne was questioned rigorously by the committee on what her company has to offer; Cathy added that for the past few years there has been this expenditure incurred by employing 1 and ¾ people in Debbie Harkness' time and 2 people and a PR company in the past two years. Cathy also added that her background is in event management and media/publicity and she will be carefully monitoring the work that is done. Leanne re-iterated there is no binding contract with them, we are free to terminate their involvement at any time - it was agreed that a review be held in 3 months.

Christopher Dempsey called for a **Resolution:** that we appoint passionPR for 6 months to assist the general manager with event management and promotion with a review after the first 3 months.

Seconded: Athol

Carried: unanimous

There being no general business, the meeting closed at 6.25pm

Taken as true account of the meeting

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

Future Parnell Inc Committee Meetings – last Tuesday of the month – to be held in NEW office at 323 Parnell Road – behind the village, next to back of Chocolate Boutique

- 30 July 2013
- 27 August 2013
- 24 September 2013

AGM: TUESDAY 1 OCTOBER

- 29 October 2013
- 27 November