

# MINUTES

## Parnell Inc. June 22, 2011



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

**Actions  
Required**

**1. Welcome: The meeting began at 4.35pm. Present at the meeting:**

Carrick Graham (Chair), Chris Swasbrook (Deputy Chair), Kent Hutchings, Athol McQuilkan, Rory MacDonald Fleur Denning, Christopher Dempsey

**2. Apologies: Kylie Sanderson**

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

**Motion:** That the Minutes of the MayMay 2011 meeting be taken as a true account of the meeting.

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

**4. Matters arising from previous meeting**

(none)

**5. Marketing Manager's Report**

Maintaining business as usual at this stage until we have the office moved and settled with systems.

We are accountable to you the committee and of course our members who basically fund Parnell Inc. Therefore we need to be transparent in everything we do with projects signed off and agreed by the committee at a higher level. We will do this by Strategic planning resulting in action plans and gang charts for each. Would like to have a clear direction for this by mid July with the budget confirmed by end June.

We need clear strategies and plans for:

1. **Parnell Locals (consumers), including events**
2. **Members / businesses**  
**Above points include PR and events via Oneagency**
3. **Tourism and wider Auckland**
4. **Council**
5. **Expanding BID catchment**

We can't do everything, but what we do, we do it well strategically, with maximum benefit to members and considering reach. Need to focus on partnerships and collaboration since limited budgets and resource eg Yellowlocal / landlords / breweries eg DB, sponsors, Newmarket Business Association / Parnell Trust. As Parnell Inc we need to be proactive rather than reactive.

We need to always ask the question with everything we do -

Is it promoting and increasing the visibility of Parnell?

What's the benefit to our members / community and is it adding value to a large percentage of our members?

Is it relevant?

Firstly need to split B2B and B2C as different messages to both B2C

What's Parnell to the consumer i.e. Newmarket – Fashion capital of NZ, what's Parnell??

What's our tagline?

Parnell – Auckland's oldest suburb, character, pretty, sophisticated, history, culture, architecture.

Please see Kelly's attached draft Strategy ideas so far for:

1. Parnell Locals
2. Parnell Business / members

Very draft but you can see some of our ideas also attached is what we have been working through with One Agency. Please see tab "2011 Events PR" for inputs so far.

## Members Approx breakdown

Retailers	168	37%
Hospitality	75	17%
Art	13	3%
Businesses	191	42%
TOTAL	470	

## What are your expectations of Parnell Inc? What are the member's expectations of Parnell?

### Thank You

The committee would like to thank Carrick, Chris and Rory for their involvement in the hand over and putting so much of their time in to get things up and running again. Greatly appreciated.[What is the next stages/recommendations?]

### Potential Broadband initiatives

From the committee: Increased competition in the broadband services area will push prices down however Parnell Inc's role limited in seeking good broadband rates for members.

Outcome: Parnell Inc. will maintain a watching brief on broadband developments and advocate through Auckland Council for high quality broadband for creative quarter businesses.

From Chris – that for future events, the committee should be presented with a strategy for the event and options 1 and 2 to vote on, i.e. that the committee does not get involved in the tactical elements of event management.

## 6. Treasurer's Report

Chris has reviewed the budget for the 2010/11 year (ending June 30, 2011). Changes to the budget include the following:

\$25,000 to be allocated to an Arts Trust for Parnell (to acquire public art for Parnell)

RWC2011 budget features in the 2011/12 budget.

Chris reported that we have had to spend a bit of money to convert but at the end of the day will be money well spent with new premises and new strategies.

Rent on new premises \$17,500 pa and that will increase in 2 years.

No budget for Art Week or Heritage Week

## 7. Parnell Events / Marketing activities

### RWC2011 – September/October

We have adopted the Welsh team for the RWC so looking to try and get some players here signing in Heard Park and the Welsh Choir.

Rory mentioned working in with the Bog.

### One Agency

Working with Ricardo and Ann of One Agency to do four big events. The first one proposed for the 2<sup>nd</sup> August at James in Stanley Street. Guest speaker to be on Social Networking – Confirmed speaker is Tom Osborne – Wag the Dog.

Make them quarterly and increase participation.

Parnell Inc will also announce new direction hence strategy to be decided mid July.

### Late Night Art

Do less but make them better and get buy in from restaurants and bars.

**Parnell Rose Festival**

Parnell Inc does not get involved in the Rose Festival – this is run by AFEED with a budget of \$55,000. It was mentioned that perhaps we could do a kids drawing competition. Would be nice to see all the shops with Roses I them and perhaps we could coordinate with Parnell Heritage.

**Heritage Week**

Instead of putting budget towards this we may look at working with council to recognise our new offices and the relevance of Parnell as being the oldest region in Auckland.

**8. Christmas Decorations**

Discussed that we will have a budget of \$10,000 for Ton and get sponsorship for the Angels theme.

**9. Office Move**

Parnell Inc will be moving to new premises at 327 Parnell Road on the 8<sup>th</sup> July 2011. DMA is doing the office fit out and Ton will do the window dressing for us every 6 weeks at a cost of \$495 + GST. The first window will represent the heritage side of Parnell. This is more of a retail space which will represent Parnell Inc to be more visible to the public and more of a drop in Visitor Centre. Any assistance in the move would be greatly appreciated.

Office table, chairs, mobile and chest of draws going to Parnell Heritage and the Kindergarden.

Parnell Heitage have supplied us with 32 images of Parnell historically and we will look at selling Becky Nunes' image of Parnell.

**10. BID Expansion**

Expressed that we would like to increase the BID catchment area of Parnell Inc. Kristen and Kelly were informed at an earlier meeting that the Council were not accepting any more BID expansions till 2012 but Chris Dempsey informed us that if we were to put a compelling case together the council would look at it. It would involve a lot of door knocking, KPI's and a campaign programme.

Increased catchment area would be down to St George's Bay Road and Stanley Street and the Strand. Parnell Railway Station will assist with this as there will be a link between Carlaw Park business and Parnell Road.

**10. 11. General Business**

**Frequency of Meetings**

It was noted that we are required to have no less than 6 per year legally so mooted that we would have them monthly until December and then every second month from February with an AGM in October.

**Lookout in Fraser Park**

Chris Dempsey proposed that we provide a ramp for tourist to elevate them approximately 15mtrs in the air to get an excellent view of the city skyline. Fleur proposed that this was more of a PCC project and this was agreed by committee as well as that it would add character if done right and to approach some of the local Architecture firms to get their buy in.

**Street Signage**

Kent brought some great photos in from Europe showing how street signage could be done and also how to encourage people into the Parnell courtyards. Also some other fabulous examples of street art which could be considered for our parks and ideas for Christmas decorations – he will forward them to committee members and KG will forward to Ton for consideration.

The meeting finished at 5.45pm

Taken as a true account of the meeting.

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

**Future Parnell Inc Committee Meetings**

**July: Wednesday 20<sup>th</sup> 4:00pm. Chris Swasbrook offices, 77 Parnell Rd**