

MINUTES

Parnell Inc. AUGUST 22 2013



Venue Parnell Inc office at 323 Parnell Road

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

Callum Baker, Annie Inwood (**Business Improvement District (BID) Partnership Advisor**), Cathy Romeyn, Paul Spackman, Alan Pack, Christopher Dempsey, Murray Fitzsimmons, Jonathan Gooderham, Antonio Crisci, Athol McQuilkan.

Callum welcomed everyone to the meeting.

2. Apologies

Miles Nathan, Guy Whateley

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: Christopher Dempsey

Seconded: Athol McQuilkan

Carried: All

4. Financial Update

Callum presented the financial update - bank balance(s) as at 22 August 2013:

Savings \$115, 303.75

Cheque \$5,953.90

Total: \$121,239.65

A spreadsheet of the invoices paid 20 August was presented to the committee (totaling \$48,541.94). This includes \$29,280.05 for Parnell Passport Shopping Spree campaign.

Annie advised that the surplus should not be more than at the most, 20% of the total contributed funds (not the \$121,239.65) – she reiterated this is public money. Christopher Dempsey agreed – this has been raised previously – the excess funds reflect the fact that due to the many changes in chair and staff at Parnell Inc in the last three years, has resulted in limited spending. CR referred to presentation to the Waitemata Local Board in May, which outlined proposed events, which will address the use of these excess fees.

5. Annie Inwood

Annie questioned the presence of Alan, Murray, Paul and Antonio at the meeting – what was their role and purpose. They indicated they were happy to be appointed to the committee.

Moved: Christopher Dempsey moved that they be appointed

Seconded: Jonathan Gooderham

Carried: All

Annie outlined the responsibilities of the committee:

- To provide direction.
- To ensure activities are approved and managed.
- To make decisions.
- Responsible for strategic planning and manager's responsibility is to implement.
- That Jillian de Beer's research could provide basis for strategic plan.
- She highlighted that the committee needs a better mix of business representation of the Parnell area – the maximum number of members is 11 so we now have two spots to fill.
- Suggested committee identify who they want before the AGM 3 October - need retailer representation.
- Committee's responsibility to approach potential new committee members.
- Suggested inviting all business members of association to a general meeting to brainstorm on strategic plan – before the AGM scheduled for Thursday 3 October.
- Suggested museum as venue; have a facilitator; possibly a strategic planner attend; champagne night.

General discussion followed:

- Murray Fitzsimmons advised meeting that a bus service between museum and Parnell Road estimated at \$600 per day. To explore possible sponsorship opportunities.
- Antonio raised the branding meeting – make more of melting pot of Parnell – agreed we need better mix.
- Christopher Dempsey said we need to identify sectors.
- Athol interjected that 2nd floor members not as affected by downturn as retailers on street level.
- Jonathan G. feels main problem is empty shops.
- Alan Pack commented Parnell is looking good compared with parts of Sydney.
- Annie suggested committee look at "Renew Newcastle" campaign and she will circulate council newsletter on Ireland's use of digital film on shop windows.
- And that we should head-hunt key retail.
- Annie questioned members on what their business was – suggested we need a wider mix.
- Annie re-iterated that BIDs are no longer "mainstreet" and that strategic plan should cover 3-5 years and that Parnell needs to get stability around staff and board.
- Some discussion around the two meetings run by Guy on re-branding – Antonio advised first meeting was on identifying what Parnell is.
- Annie advised Claire Siddons at council be contacted for a list of strategic planners – CR to do.
- Athol questioned AI on which is the best BID in Auckland – A.I. explained there has no imperial measurement for this at this stage – now the city is one city, this is being worked on. Christopher Dempsey commented that there were previously not the resources to measure this, now we have the super-city, there is.
- A.I. mentioned K Road as being a star for events/networking; Newmarket for their business awards; Mt Eden for focus on events; and that Takapuna is now an excellent example.

6. Staffing

- Cathy Romeyn tendered her resignation as general manager on 12 August and has given six weeks notice (end date 20 September).
- There being no HR sub-committee, Annie suggested one be formed.
- Alan Pack has met with a recruitment company to discuss appointing a temporary GM in the interim; other options include utilizing passionPR services more fully.
- We have our AUT intern, Nickala Hanley on-board until 11 October. CR requested that Nickala be paid for her remaining time at Parnell Inc
- Callum requested that the recruitment company be engaged asap to organize temporary appointment.

Christopher Dempsey moved:

1. **That:** the subcommittee be appointed: Antonio, Murray Fitzsimmons and Callum
2. **That:** Parnell Inc seek temporary staff (October-January) to cover events programme and that this is responsibility of HR subcommittee.
3. **That:** committee pay intern Nickala Hanley - (responsibility of HR subcommittee to pursue).
4. **That:** Guy Whateley (Strategy Sub-Committee), report back at next meeting regarding strategic planning thoughts and outline process for next six months to develop a strategic plan.
5. **That:** the manager to identify strategic planner to take Strategic Plan forward and to create event for members to provide input to Strategic Plan

Moved: Christopher Dempsey

Seconded: Jonathan Gooderham

Carried: All

Athol McQuilkan moved:

That: passionPR present a one-page overview of the Waiters' Race and subject to budget, tie up loose ends.

Seconded: Jonathan Gooderham

Carried: All

That: Nickala Hanley be paid \$15 per hour

Seconded: Murray Fitzsimmons

Carried: All

7. CCTV

- Callum advised that a personalized letter has gone out to all stakeholders re what their current situation is with cameras and what their thoughts were re a CCTV system: good response to date.
- A CCTV file has been put together of all hard-copy info and is held in Parnell Inc office.
- Callum and CR met with Lisa Rudolphe at Auckland Museum – meeting set up with their security man, Peter Fillet, to discuss possible integration.
- Callum and CR met with Ashley Church, CEO Newmarket Business Association to discuss possible integration.

5.45pm: Paul Spackman left the meeting.

8. General Manager's report

This was presented to the meeting.

The committee questioned the inclusion of the fashion show element in the Waiters' Race. CR advised this had come from the sponsor, Magazine Publishers. Decision made to remove this component – CR to advise sponsor and passionPR.

Sculpture Walk: Christopher Dempsey and A.I. suggested contacting Caroline Meecham and/or Rob Garnett (Auckland Council arts and previous public art advisor – now consultant, respectively) to help with moving this forward. CR apologized to Alan Pack for not yet passing on the SW info – will do so asap.

Promotional Collateral: Jonathan Gooderham moved

That: we go with the original design as suggested; we secure new advertising to replace the out of date info; we reprint the original adverts FOC and charge \$250 for the new.

Seconded: Athol McQuilkan

Carried: All

CR will get this going in conjunction with intern – advised a print run of 10,000 would be optimum and a change out of cover colour to refresh.

Christmas: CR passed on Paul Spackman's quote of \$2000 for a live tree in Heard Park. Murray Fitzsimmons moved

That: Athol McQuilkan follow up with getting a quote from Deco Lighting to light the tree

Seconded: CD

Carried: all

9. General Business

An updated committee contact list to be sent out by CR.

Annie Inwood re-iterated the need for stability required and work done now on identifying a chairperson and ideal committee mix in readiness for the AGM on 3 October.

A.I. recommended the business mentor scheme (for \$100 per annum) to work with the committee.

Callum is talking to retired local resident, Jock Irvine, regarding the position of chairman of the committee.

Meeting finished 6.20pm.

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

24 September 2013

AGM: THURSDAY 3 OCTOBER

29 October 2013

27 November 2013