

MINUTES

Parnell Inc September 24 2013



Venue: Parnell Inc Office, 323 Parnell Road, Parnell

1. Welcome – the meeting began at 4.05pm those in attendance:

Callum Baker
Christopher Dempsey
Paul Spackman
Annie Inwood
Guy Whatley

Miles Nathan
Jonathan Gooderham
Helen Quinn
Alan Pack

2. Apologies

Athol McQuilkan
Murray Fitzsimmons
Antonio Crisci

3. Confirmation of previous minutes

Motion: That the previous minutes be taken as an accurate account of the meeting.
Moved: Alan Pack
Seconded: Paul Packman
Carried: All

4. Financial Update

Callum presented the financial updated – bank balances as at 24 September 2013:

| | |
|--------------------|--------------------|
| Cheque Account: | \$10,029.47 |
| Savings: | \$66,548.61 |
| TOTAL FUNDS | \$76,578.08 |

A spreadsheet of the invoices paid on 20 September was presented to the committee (totaling \$40,881.23). This includes \$18,713.20 for Parnell Passport Shopping Spree campaign

5. Christmas Budget

Callum proposed that a larger budget was needed to make a bigger Christmas statement in the BID. It was suggested that we enlist the services of an event management company to

come up with a plan. Helen suggested Anne Holman from RSVP Events who previously worked on the Ponsonby Fringe Festival. Miles to contact an event management company he had previous dealings with.

Parnell Inc to come up with a brief. Antonio to head a Christmas Committee.

Motion: That the Christmas budget be increased from \$25,000 to \$50,000
Moved: Callum Baker
Seconded: Alan Pack
Carried: All

6. Christmas Lighting

Miles invited Tony McFall from Deco Lighting to speak to the meeting. Deco Lighting proposed approaching all retailers along the main street to offer a deal whereby their canopies would be lit and that Parnell Inc would pay 50% of the cost. Although these lights would be a Christmas gesture, they can be retained by the retailers and used all year around.

Tony also spoke about the Christmas tree lighting. He would look into having the tree dressed with the lights before it was erected in whichever location was agreed. This would avoid the need for a cherry picker.

Motion: (by email) That Parnell Inc provide a bulk lighting Christmas deal to its members and pay 50% up to a maximum of \$500 per shop
Moved: Callum Baker
Seconded: Alan Pack
Carried: All

7. Strategic Planning Sub Committee

Miles advised that he, Alan, Guy, Jonathan, Christopher and Callum would be working with Ice House who would assist Parnell Inc to develop a strategic plan and a business plan. They would also assist in writing the job description for the Office Manager.

Two half-day workshops have been scheduled with a view to preparing a paper to present to the AGM on 3rd October 2013. Ice House will guide the new Board for 12 months to help achieve the strategic plan results.

Annie requested that Ice House be asked to present ways in which they will engage with the membership and get their input into the plan, i.e. surveys, workshops, etc.

8. Passion PR Update

Callum advised that after some confusion between Passion PR and Parnell Inc, it was agreed with Passion PR that they would cap their hours at 180 and that this would see them through the Dogs Day out event on 28th September and the Waiters Race on 6th October.

Guy suggested that we make sure that the lessons learned from this relationship were carried forward. Parnell Inc must make sure that the brief is fully spelt out to any company engaged by them and that timesheets and invoices are accurately kept.

9. Manager's Update

Helen advised that the first few days of her employment had been spent coming up to speed with the next two events – Dogs Day Out (28th September) and Waiters Race (6th October) and that both events were in hand.

The Parnell brochure has been reprinted thanks to a lot of hard work by the current intern, Nickala Hanley. The bulk of the brochures have been sent to the airport via Jasons Travel Media to be available to tourists arriving into New Zealand.

10. General Business

STAFFING

Helen advised the meeting that the intern, Nickala Hanley, would be finishing her internship on 11th October. Callum and Miles are keen to offer her a role as Marketing assistant. Callum advised that two people – a General manager and a marketing person, had previously staffed the Parnell Inc office. The role was certainly too large for one person.

Annie will send sample Employee agreements to Helen.

Motion: That Nickala Hanley is engaged as a marketing assistant or coordinator at a salary/rate to be determined by Callum and Miles.

Moved: Paul Spackman

Seconded: Christopher Dempsey

Carried: All

AGM:

Miles presented a list of people he suggested be approached to join the Committee at the coming AGM:

| NAME | RESPONSIBILITY |
|----------------------------|----------------|
| Jane Daniels | Miles |
| Hamish Lewin | Miles |
| George Isles | Miles |
| Peter or Caroline Bromhead | Alan |
| Debbie Cavit | Alan |
| Mark Walynetz | Alan |
| Brian Hartfield | Alan |
| Graham Hart | Alan |

Meeting finished at 5.50pm.

Taken as a true account of the meeting.

Signed Date:

Future Parnell Inc Committee Meetings to be held at 323 Parnell Road
29th October 2013
27th October 2013