



MINUTES: Parnell Inc

February 25th 2014,

Knox Room, Jubilee Building, 545 Parnell Road

1. Welcome – Jock Irvine

The meeting began at 4pm

Attendees: Jock Irvine (Chairperson),

Committee:- John Bardebes, Murray Fitzsimmons, Rebecca Foley, Hamish Lewis, Kelvin Ricketts

Parnell Inc:- Cheryl Adamson

Auckland Council:- Christopher Dempsey (towards the end) , Annie Inwood

Miles Nathan

Apologies: Rod Hannah, Martyn Hamilton, Elizabeth Soljak, Paul Spackman,

Chairperson: Jock Irvine

Parnell Inc General Manager: Cheryl Adamson

Approval of circulated minutes from January meeting – seconded by Murray Fitzsimmons

2. Monthly Report General Manager

- **Financial Report & Budget Update**
- Cheryl reported that the bank balance on the 20th Feb was \$ 53,846.46. A GST refund of \$ 30 323 was received as part of this amount.
- Current shortfall on budget for calendar year reflects approx. \$12,500, but this includes student to start the BID extension database, as well as Bill Groves Consultancy appointment. Cheryl recommended that we go ahead with both these initiatives as she thought our chance of BID funding was good, and either way was confident she could



source at least that amount in sponsorship by the end of the year. Further discussion on this continued later in the meeting.

- Cheryl asked for guidance as to what we should allow for the lighting maintenance contract with Deco Lights, based on experience from previous years. In the discussion the following was agreed that Cheryl should action.
 - We should ask Tony to give us a clear indication of what lights/lighting was our responsibility in the contract
 - We should further discuss if it was preferable/more economical to do repairs on a proactive or reactive basis.
 - We should ask Tony to give us a proposal for additional lighting/ different/ and or more modern lighting that we could use this next Christmas. In addition Cheryl should source proposals from other lighting companies.
- **Review of Monthly Report & Questions**
 - The monthly report from the General manager had been sent to Dropbox the previous week for all committee members to read. During this meeting Cheryl noted that she would be highlighting only certain specific items or discussion – as follows:-
- Current BID members
 - Database Status
 - All ground floor BID members should be 99% complete by end Feb
 - Landlord info is difficult – resistance to sharing info, no contact details etc. A mailout of a full 'Membership Pack' had achieved some success in other BIDS.
 - It was hoped that by the end of this phase the total number on the database should be around 1650.
 - Member Survey – the first one had been sent out the previous week and so far over 25 responses had been secured.
 - Membership benefits – comments on Draft Membership doc
 - In general the comments from the committee were very positive, saying that it looked like a far more substantive document.
 - Kelvin commented that he felt the intro or first page could be more 'punchy' and direct and Cheryl responded by saying that Miles had felt the same and she would amend.
 - A discussion ensued about the suggested rate for Associate Members. Cheryl recommended that this should be staggered based on her research of other BIDs. \$250+GST for companies with up to 5 staff (as originally stated), then \$375 for between 5 and 20 staff, then \$500 for₂

over 20 staff. John Bardebes suggested that we should note on the document that one off contributions for specific projects would be welcome and that we are planning to source sponsorships in addition to Associate Memberships.

- It was agreed that Cheryl would amend the doc as agreed incorporating these comments as well as the comments from Annie Inwood.
- Associate members – there are quite a few potential to approach, sourced from visits, database, enquiries etc.
- **Shopping/Tenant Mix/Landlord Interaction**
 - Marketview survey last quarter 2013 – not great as was 7% down on 2012 last quarter this time and 10% in December.
 - Landlord Interface – Cheryl had met with Kevin Harvey and is meeting Masfen/Emlyn Lloyd, 5th March, Samson Corporation/Marco Creemers 5th March.
 - She has sent emails to Pacific Restaurant Group to try and make contact. Rebecca offered to facilitate an introduction to the HIP Group and Nosh.
- It was decided that it may be a good idea to circulate Marketview to the landlords, together with the new Membership document.
- **Marketing**
 - Newsletter recent & Valentines feedback was tabled as being positive.
 - Colour Palette and brand options were tabled but still in working stages.
 - Website
 - Current changes were shown and noted as the interim measure
 - New website would need much more discussion with a smaller group
 - Publicity & Social media - as per report
 - Business Networking Events – Tabled for 26th March. – Tourism Online Tactics and Social Media, still need to source a venue and confirm.
 - Future Events & Promotions & Media
 - Cheryl noted that she is meeting with the eventing company for the Tennis in 2014
 - A draft Calendar had been placed in the Dropbox for interest
 - Cheryl noted that she was being chased by the press and 3 local options were available for consideration. Current ideas were to use a Verve proposal for the Décor awareness, a Waiters Race proposal from PassionPR, for the Rose Festival/The Breeze/The Hobson were all being sourced and would be discussed at the next meeting - on the basis of extremely limited funds and the need to source sponsorship.
 - Cheryl also tabled that in the long term we may consider our own magazine – example Channel.
 - Kelvin asked when we were going to start working on Christmas and Cheryl said she would have some feedback by next meeting.
- **Tourism**
 - Cheryl gave feedback from her meeting with ATEED and info sourced re FIT/Cruise Liners, Inbound Operators

- No cost valuable online options to share with retailers
 - Exploring the option of Art Tours
 - Meeting Auckland Museum set for 13th March, Megan McSweeney, Director Business, External Affairs & Tourism
 - **BID Expansion**
 - Meeting Shale Chambers had been reported upon as being positive and funding request/proposal now needed completion.
 - Recommended that we employ students to start database regardless of funds and this was agreed by all.
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3. Council Matters

- Response to Waitemata City Fringe Local Economic Development Action Plan
 - Cheryl had responded to Allison Hall
- Unitary Plan – it was felt that this was a very good initiative and we should make the most of the mileage we could get out of it. It was suggested that Cheryl discuss with Hamish if it would be appropriate to send to all the landlords on our database asking them to submit their own, or just circulate for interest.
- All BIDS need to present to council every 12 months –Annie said this was arranged and invited by council.

4. Security – new section

- Cheryl noted that even if we cannot afford CCTV, right now, she believes we still need to have this as a category we discuss every meeting and see what we can do without funds/with limited funds and to follow the initiatives of other BIDS such as – GETBA, NHBA, Kroad – some of whom had full time dedicated security personnel.
- She reported that there is a new Constable, in place of Donna and we would not be getting Police Reports any more.
- A discussion ensued regarding the appointment of Bill Groves as a consultant to research CCTV options/requirements for Parnell. Certain members were resistant if the outcome of the spend would never be affordable anyway. Annie intervened and gave feedback of the Auckland Council Public Spaces Video Surveillance Project and clarified that if Bill were employed he would be assessing the security needs of Parnell in general, which may include street patrols, pedestrian counters etc. On this basis it was agreed that we should approve Stage 1 of Bill's quote. Cheryl to action further.

5. Other Matters

Cheryl reported that she would be attending the Incredible Edge conference organised by Jillian De Beer on the 27th and 28th Feb. She had paid for the conference herself, as she felt it would be of benefit to attend as Jillian seems highly regarded by many council people of influence.

6. Next Meetings

25th March, 29th April, 27th May, 24th June

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