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# MINUTES: Parnell Inc. Committee Meeting

March 25<sup>th</sup> 2014

Jubilee Building, 545 Parnell Road

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## 1. Welcome

Jock Irvine opened the meeting. The meeting began at 4pm.

**Attendees:** Jock Irvine (Chairperson),

Committee:- John Bardebes, Murray Fitzsimmons, Rebecca Foley, Martyn Hamilton, Rod Hanna, Paul Spackman,

Parnell Inc:- Cheryl Adamson, Nickala Hanley

Auckland Council:- Annie Inwood

**Apologies:** Christopher Dempsey, Hamish Lewis,

**Chairperson:** Jock Irvine

**Parnell Inc General Manager:** Cheryl Adamson

b. Approval of circulated minutes from February meeting – seconded by Murray Fitzsimmons.

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## 2. Monthly Report General Manager - Cheryl

- **Financial Report & Budget Update**

Cheryl reported that the Bank balance as at 19<sup>th</sup> March was \$30,299.53 with a shortfall of \$10858 approx. on the current projected budget. No cash flow issues are anticipated until we start with promotions.

Deco Lighting have been tasked with various items including a suggestion of reverting a schedule of work and a recommendation of what the scope of maintenance work would entail in the next year. This is in addition to proposals for Christmas.

Cheryl noted some minor financial requirements

- The Reprint of the 3 Cathedral Flags at \$890
- Imminent replacement of our printer
- And some historic costs that were still coming through from 2013 (Waiters Race),



- **Sponsorship – discussion of options**

Cheryl presented some draft discussions in terms of sourcing additional income for Parnell Inc. Given that we have limited offerings right now, there was not as much scope as in other BIDS. The meeting was in favour of further developing a document using the 'Investment' option and tabled ideas about approaching high-level corporates for potential sponsoring towards the BID extension (in the region of \$10K each – depending on what we can offer in return). Cheryl needs to develop the documentation further and circulate for comments.

Most committee members supported the idea with various suggestions on who to approach.

Cheryl requested that when she calls for feedback on this topic via email, that the members please offer their thoughts. Jock added that suggestions on potential sponsors would also be appreciated.

- **Current BID members**

#### **Database Status**

The database is now over 1700, with just over 1500 verified emails but still 92 unknown landlords. Next step to compare to the website and iron out anomalies and potential to approach certain businesses for Associate Membership.

Cheryl noted that there are privacy issues that need to be respected with regard to the database shared by the council.

Certain committee members said they would revert to Cheryl with suggestions on how to source the outstanding landlord info. After that Cheryl suggested that they should be posted a membership pack, inclusive of the Ultra Fast Broadband info.

#### **Member Survey**

Cheryl reported the following highlights – the full survey is in the Dropbox.

- 64 completed the survey.
- People felt Christmas trading was 'average' and 'similar' to last year – which differs somewhat to the report from MarketView.
- 80% did not buy any Christmas gifts in Parnell.
- Feedback around what would be the most effective drawcard to the area was extremely slanted towards a gourmet food outlet – the likes of a Farro Fresh or Nosh. This was substantiated by other comments on location of shopping.
- Around 45% of our members didn't know that they are members of Parnell Inc. and at least 65% were not at all familiar with the details of the BID partnership



programme as per the Auckland Council. Cheryl stated that she saw this as an opportunity to communicate with members, highlighting the member benefits.

- **Ultra Fast Broadband**

Parnell is eligible for ULB any time from June 2014. Construction disruption may be an issue and needs to be managed. It was suggested that as soon as we have clarity of dates, we should invite the service providers to do a presentation to our members. An opportunity to engage with unknown landlords could be to secure permission for the UFB installation.

- **Shopping/Tenant Mix/Landlord Interaction**

Cheryl noted that she had met with Marco Creemers from Samson Corporation and Emlyn and Jared from Masfen Group. Various issues had been discussed but this was early relationship building. Cheryl had made email contact with the Hip Group and Nosh and was hoping for some future engagement.

- It would be ideal to get some of the landlords more proactive with passing on new tenant info to Parnell Inc.
- Empty premises, such as the ones adjacent to Alphabet in Parnell Rd, was discussed as it brought down the tone of the area and gave Parnell the impression there were more vacancies than actual. It was suggested that Cheryl attempt to contact the landlords daughter and discuss options.
- In addition to creating a leasing pack, it seemed to be a desired option for the landlords and realty agents to have a facility on our website via which they could upload/create a listing for vacant premises.

- **Marketing**

- First Business Networking Event 26<sup>th</sup> March. – Tourism. Details for this were confirmed and a future suggestion on Taxplanning with Chris Lynch was suggested and agreed.
- Cheryl reported that email newsletters are progressing well with most now being responsive. Members are receiving communications 3-4 times in a month. Annie suggested that we use our footer to further confirm membership status.
- Cheryl reported that our visitor stats on the website have gone up, and it was gratifying to see that the traffic directed via the home page was now getting quite strong follow through to various other pages. These are small improvements, but in the right direction.
- Regarding publicity – The Gardens magazine: want to pursue a story on Parnell with the 'old world' complementing the 'new world'. Both Kevin Harvey and

Marco Creemers would be approached in this regard. Rod suggested that Andrew Patterson might be an option for the 'new' as well.

- A second publicity issue was tabled regarding approaches we may receive for advertising support, especially in light of an initiative on behalf of a landlord in May. It was agreed that the following should be our response and Cheryl would formulate accordingly. .
  - Parnell Inc. do not do any generic advertising on behalf of the association.
  - We only have a small promotional budget this year, and have aligned this to three category promotions.
  - Please could they suggest a special deal of co-operative advertising option we could pass onto our members.
  
- Category Promotions – Cheryl reported as follows.
  - Mid-year Décor Promotion: Chairs of Parnell, online or leaflet awareness promo. Proposals had been secured by both Verve and The Gardens magazines and further budget details needed to be tabled and then final budget and timing agreed.
  - Hospo competition: was in infancy stages and proposals quotations had been sourced from PassionPR and Red Spark, on an understanding of risk, in order to seek sponsorship. This needed further details to be outlined and potential sponsors tabled.
  - Summer Windows– voting for the best dressed summer windows as we lead up to the rose festival. The Hobson had submitted a proposal for consideration and we would look into the market day component and submit further recommendations.
  
- Major Promotions
  - Tennis 2014. Cheryl reported that she had met with Dana 46&York and Karl Budge to talk about whether or not they would consider an offsite screen in Fraser Park. All generally agreed that the idea was very favourable. Rebecca Foley can provide a contact for Moet?
  
- Other Ideas
  - The Hobson had also proposed sponsoring their calendar at \$250 per month. It was agreed that this was outside of our objectives and should not be pursued.
  - Art Tours/Sculpture Trail: Cheryl said she met with Jacqui Wilkinson from Fine Art Tours and suggested that this could be a good USP to put in the face of tourists. Is not expected to bring in a lot of money but it could be a great point of difference. In addition, everyone agreed that it is worth pursuing the revival of the proposed sculpture trail, especially if it could link to the domain via the new station as per Cheryl's suggestion.
  - Auckland Museum: Cheryl said she met with them and they are keen to work together. Cheryl asked landlords at the table if they know of any billboards/sites for advertising in Parnell. Cheryl is going to talk to their CFO regarding transport: Annie suggested that Cheryl talk to them about the opportunity to get better



signage around the perimeter. Cheryl and Annie will follow up on this discussion at a later time.

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- **Community**
  - Neighbourly. Cheryl tabled this new virtual neighbourhood website and said we would be co-operating with them. Parnell will be live very soon. There is potential for them to possibly sponsor a community event.
- **BID Expansion**
  - Funding proposal. Cheryl provided update on the application for funding: subsequent to meetings and Annie's advice, there may be a possible discretionary amount of \$10,000 available. Our funding proposal will be tabled on the 8<sup>th</sup> April via Alison Hall. Annie alerted the committee to the limited amount of money the Waitemata Board have for LED.

### 3. Council Matters

- Auckland Council Update – There was no council update as Christopher Dempsey was not present.
- Presentation Council 27<sup>th</sup> May –Annie advised that 6 BIDS will be presenting (from the Waitemata Local Board) and K Road, Parnell and Ponosonby would each do a 10-15 min presentation on strategic initiatives.

### 4. Security

- Cheryl explained the situation with the new constable and her workload. Cheryl tabled the scope of work as outlined by Bill Groves for Phase 1. (separate document is in the Dropbox). There was a formal motion to proceed with the cost of \$2400 ex GST. Seconded by Rebecca Foley. All agreed.

### 5. Other Matters

- Incredible Edge conference - feedback. Cheryl said that this was very worthwhile and very stimulating and will put the programme in Dropbox for the committee to review. Jock wanted it noted that Cheryl paid her own way to go to this conference.
- John raised the issues of whether or not we all liked the current Parnell Inc logo. The general consensus was a resounding 'no'. Cheryl indicated that in her initial strat her suggestion was to revisit the overall branding with the BID Expansion. Various suggestions were tabled regarding the approach to creative agencies for participation in this process.
- Cheryl wanted it noted that we had confirmed our insurance and do not have insurance for loss of data. She had purchased an additional off site back up drive

Jock thanked Cheryl for the superb amount of work being done and for the presentation today. Jock closed the meeting at 5:43pm.

### 6. Next Meetings - 29<sup>th</sup> April, 27<sup>th</sup> May