



MINUTES: Parnell Inc. Committee Meeting

June 26th 2014

Jubilee Building, 545 Parnell Road

1. Welcome

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

Attendees: Jock Irvine (Chairperson),

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

Parnell Inc:- Cheryl Adamson, Nickala Hanley

Auckland Council:- Annie Inwood, Christopher Dempsey

Guests: Les Fleming (Auckland Museum), Hamish Firth (MGH), Luke Nuie, Jenni Goulding (Parnell Community Committee), Pete Eising (representing Mainline Steam).

Presenters: Simon Nicholls, Dai Bindoff, Frances Bates (Auckland Transport)

Apologies: Kelvin Ricketts

Resignation: Murray Fitzsimmons

Chairperson: Jock Irvine

Parnell Inc General Manager: Cheryl Adamson

b. The minutes from the May meeting were approved, moved by Paul Spackman, Seconded by Martyn Hamilton, all agreed.

2. Presentation Parnell Station Precinct by Simon Nicholls, Auckland Transport

**Minutes described with reference to presentation documents that is in the committee dropbox.*

Simon Nicholls presented an overview of the updated plans for the station that had recently been presented to the local Waitemata Board.

He described the access to the station from Carlaw Park, The Domain and Parnell, then described how the scope changes included electronic ticketing, with paid and unpaid zones

having to be accommodated on the platform and thus the platform being a lot wider than initially designed.

He also described the 3 options of revised design concept that had been discussed, together with budget considerations.

Option 1: (cheapest option approx. \$18m) was an overbridge design

Option 2: included a subway with escalators and stairs running to the subway below, and he noted the challenge in how deep they can go when trying to make it level

Option 3: was a combination of a bridge and subway.

Option 1 had been selected as the best option, while it was understood that there were certain concerns. The old Newmarket station building was going to be relocated to the Parnell station.

Les Fleming asked for clarification of the access to The Domain. The access way from Watercare Service Road (this access will be lit), Bush footpath (most direct route but not as accessible) and Nicholls Lane were described, and Les felt that this access was inadequate and did nothing to enhance the access to the Auckland Museum.

Luke asked if the underpass was officially off the table? Simon responded that they felt it was too risky to build an underpass, and they believed they had made the best business decision possible.

Luke also asked for clarification as to a board resolution on this design. Simon said the board had been positive in principle but had some concerns such as the Greenways. The option of the current tunnel was also discussed as an option for cyclists.

Cheryl asked about the incline into Parnell. Simon said it was very steep and not that accessible and confirmed that they anticipated 70-80% of their patronage being students. He said all that Kiwirail had allowed them was one access point with a small turnaround area at the bottom for drop-offs.

Certain questions arose as to the future of Mainline Steam. Simon responded that while they have no authority over the decision from Kiwirail, the design had been developed to accommodate Mainline Steam remaining. It was also questioned by Cheryl as to why this design is not part of a master plan for the precinct?

Simon also noted that they had certain budget restraints as Parnell was not an interchange, but a stop on the line.



Simon described the deadlines, which included the design tender going out in July and possible construction commencing in Dec 2014, with a target of Dec 2015 for completion. Luke did ask why there was sudden pressure to commence. This was not totally responded to, but Simon did mention that with the advent of the electric trains, it was not ideal to have any major disruption on these lines.

After the team from AT had left the meeting Paul asked if we could agree that Parnell Inc support AT and their design of the station. A discussion ensued with various points of view. All agreed that we wanted the station, but there was varying opinions about how we felt about the potential of the entire precinct.

It was motioned by Jock that Parnell Inc are happy to submit approval of the station with the proviso that a Masterplan and full consultation of the whole development is attended to from Kiwirail. .

All were in favour of this approach.

3. Monthly Report General Manager - Cheryl

- **Committee – Members and AGM/BID Extension/Timelines**

The AGM date is currently set for the 2nd Oct

Cheryl noted that we are potentially 2 committee members short and asked the committee for recommendations of possible appointments citing various guidelines/current shortfalls in the committee.

She noted that we would want to increase the targeted rate at the next AGM to just under 10%. Annie stated that should we want to do this, we would need to pass a formal resolution at one of our future meetings before the AGM.

Cheryl noted that her and Annie are meeting on Friday to go through step by step the BID ext plan and that we may have to move the AGM slightly earlier depending on the planning.

Cheryl also added that although there were risks associated with going for the BID Extension now, her gut feel was to try as hard as possible to secure funds in order to facilitate the extension.

- **Branding**

In response to a commitment from the previous meeting in May, Cheryl discussed her response and recommendation to the immediate rebranding of Parnell Inc and change

of logo. This was outlined in terms of current resources (financial and staff), the need to offer a collaborative and inclusive process, as well as the fact that until we have the BID extension in place we are not the 'new' Parnell. The committee concurred with the recommendation that this should be left until we are in the/completed the BID extension process. Moved Jock, Seconded Paul, all agreed.

- **Tenant/ Landlord Interface**

Cheryl noted that Chorus would shortly be commencing installation in Parnell and had indicated that since there is a lot of fibre currently in Parnell, it may not be necessary to dig up the entire main road.

Cheryl noted that she was trying to reach Mark Wallbank and thought this would be a great addition to the Parnell tenant mix. Rebecca said she may be able to facilitate an introduction:

The letter to 195 had had some impact and Cheryl reported that she had had a good conversation with Adrian Roche.

Cheryl noted that she is trying to meet Callum Manson.

- **B2B Events**

Cheryl reported as follows

15th July scheduled at Alison's Acquisitions – MidWinter Christmas

August (date TBC) – considering a talk from BeAccessible. Cheryl also mentioned that we would like our new website to BeAccessible and would be seeking consultation/guidance.

September (date TBC) – Pink Ribbon Breakfast

- **Promotions**

- **Chairs of Parnell update**

Cheryl presented the final proofs and cover for Verve Magazine and reported that they were very happy with the participation of 16 businesses and that the promotion (together with commitment of features) meant that they were on budget. The campaign goes to market on the 5th July and closes 13 August.

- **Pamper Parnell**

Cheryl noted that this was proceeding well and was anticipating some media support in Sept. They had confirmed that this would be aligned with the Walk for NZ Breast Cancer Foundation on the 11th Oct.

- **Artweek**

The representative had only met Parnell Inc the previous week, and noted there was a \$3k budget commitment aligned to this event.

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- **MarketDay**
This may be presented in November in conjunction with the Cathedral as per discussions Nickala had had with Sarah.
 - **Christmas**
The office was still working on proposals.
 - **Tennis**
A meeting had been set up with Antiones, NSP and 46 & York to further these discussions.
 - **Waiters race**
This would also be discussed at the above meeting.
- **Council**
 - Cheryl reported that there were 2 major council initiatives that needed a response, one being the Parking Plan, the other being the Local Alcohol Policy – in which she had included an email to all the hospitality businesses.
 - She said she would be drafting responses to both and would need feedback.
- **Financial**

Cheryl reported as follows

- The bank balance as on the 19th June was \$57,537.85
- We have received the 10K from Council towards the BID extension
- Parnell Inc had decided to take advantage of a very good deal offered by Mediaworks called a Flexiplan package – 60 spots a month for \$1650 which have been allocated towards various promos. This would give Parnell some much needed exposure on mass media.
- A meeting was scheduled with Callum and Bill on the 1st July to try and draft a CCTV budget. On this topic, John Bardebbs reported that CCTV is not always the best option and had 2 recent experiences in which the police did not even respond to the footage. John agreed to send Cheryl the info so she could respond. Cheryl agreed that CCTV is not the total solution and said she felt that we should be putting a security policy in place rather than just confine it to CCTV.
- Cheryl and Paul had met that morning to address concerns around the lighting and various actions/meetings and letters needed follow up from Cheryl.



4. Council Matters

- Parking Policy – the deadline had been extended to end of July, and we need to respond. Both Luke and Christopher clarified some of the points we should be noting that may affect our businesses. Luke also noted that all the local residents associations had got together to prepare a joint response. Parnell is considered an arterial route and so may be subject to a recommendation for clearways at peak times. Paul expressed the view that the last thing we want removed in Parnell is parking on the main road.
- Local Alcohol Policy – responses required by 16 July. Christopher highlighted that we need to push for equality with Ponsonby (3am closing versus 1am). John Bardebes said he was not sure what preference he had regarding the time of closing, but agreed we should be at a disadvantage to Ponsonby. Annie pointed out that it's not necessarily about drinking but equality and experiences.
- Annie Inwood explained that the Safer Auckland Video Surveillance project would be hosting a workshop in the near future and it would be valuable for Parnell to attend in terms of CCTV.
- Christopher noted that resource consent for 202 Parnell Road had been approved for James Crisp.

5. Other

Jock reiterated that the committee should be giving more feedback to Cheryl, but it was not always clear what was required.

Luke provided documents on what Parnell Community Committee are doing at the moment, and asked the meeting to please take particular note of the fight for Mainline Steam to remain. He mentioned that they had asked for an audience with Kiwirail and should this not be forthcoming they would action the leaflet campaign.

6. Next Meeting – 29th July

Jock declared the meeting closed at 18.05