



MINUTES: Parnell Inc. Committee Meeting

May 27th 2014

Jubilee Building, 545 Parnell Road

1. Welcome

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

Attendees: Jock Irvine (Chairperson),

Committee:- Murray Fitzsimmons, Paul Spackman, Kelvin Ricketts, Martyn Hamilton, Rebecca Foley

Parnell Inc:- Cheryl Adamson, Nickala Hanley

Auckland Council:- Annie Inwood

Guests: Callum Baker, Miles Nathan, Bill Groves

Apologies: John Bardebbs, Christopher Dempsey, Hamish Lewis, Rod Hanna

Chairperson: Jock Irvine

Parnell Inc General Manager: Cheryl Adamson

b. The minutes from the April meeting were approved, moved by Paul Spackman, Seconded by Kelvin Ricketts, all agreed.

2. Presentation CCTV/other security proposal by Bill Groves (Groves Consultants)

Bill Presented an overview/summary if various considerations that need to be taken into account when considering a CCTV installation for Parnell. (This can be related to his document he presented at the meeting). One of the key installation issues related to lighting/variable lighting. Paul asked if the issue of lighting in Parnell had been raised before. Cheryl responded that all she was aware of was some correspondence from Alan Pack, which mentioned 'highway lighting'.

Bill raised various other considerations including the assessment of the environment (trees), saying that many factors had to be considered and addressed up front in order for an installation to be successful. Bill also explained the various types of technology available in the cameras and said this was improving all the time.

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Jock asked a question as to how the cameras will be monitored. Bill explained that there are various options, one of them being on site, and others which allowed remote connections via a network server, or an option of establishing a network to a live monitoring system, facilitated by a service provider who was contracted for a monthly fee. Bill also added that there were other costs to consider including maintenance, insurance, the life cycle of the cameras, opex etc.

A range of opinions were expressed on the effectiveness of CCTV in other global examples. Murray asked whether London's CCTV is a total failure and essentially why should we bother spending the money? Bill responded that there have been a lot of successes in London. Callum expressed a view that the London model is based on finding bombers so not relevant to us anyway. Annie also responded by saying the NY system performs a whole range of functions which would be our ultimate goal. She added that the Council guidelines aspired to integrating other elements such as a traffic monitoring system as part of a long term plan.

Bill then described how the installation of Ultra Fast Broadband in Parnell could assist us in facilitating the inclusion of 'dark fibre' at no cost. Cheryl and Callum clarified how the meeting with Chorus had outlined that it would be in our interests to specify GPS co-ordinates very soon for our desired installation points, as many of them could be included in the installation of UFB at no extra cost to us (unless they were at points the UFB was not going to). Various committee members asked if this included the electrical connection and it was explained that it did not, neither did it include the costs of power, which would depend on several variables. It was also clarified that there would be no penalty incurred if we did not utilise these connections for an extended period of time.

In response to his question, Cheryl responded to Miles that it would be ideal to consider St Georges Bay Rd in the context of a BID extension.

After various discussion points Cheryl asked Bill to confirm that he was recommending CCTV as an appropriate solution for Parnell? ..but that he recommend it was done in conjunction with other elements such as street patrols? Bill confirmed this approach. Bill clarified that in terms of monitoring, he was also recommending this being outsourced to a service provider rather than Parnell Inc. taking on this responsibility. Annie also suggested that we should touch base with Newmarket again and see if they did not want to 'offload' some of the costs for their monitoring.

A range of opinions ensued regarding the severity of the crime problem in Parnell, with Murray asking how do we quantify this? are we overreacting? Various landlords/building managers responded with views relating to the loss of time, loss of confidence from tenants, repairs and the value of crime deterrents. Cheryl clarified how Newmarket financed the street patrol component and Callum made various suggestions regarding the possible financing of the project.

Finally, after much discussion it was agreed the following:-



- that Bill agreed that within his current fee he would come up with suggested GPS connection points for Chorus, since it was opportune
- that Cheryl & Bill would get together so Cheryl could draft a 5 year budget for further discussion.

3. Monthly Report General Manager - Cheryl

- **Databases**

These were progressing well, 5 Associate Members had been invoiced, the current BID database had grown and a very good effort had been made in the BID extension database with 538 emails now verified. The only thing remains is defining voting eligibility and landlord contact info.

- **Next Steps Headline BID Sponsor** involved doing a mock up of the magazine and starting to canvas for support.

- **Tenant/ Landlord interface**

Cheryl reported on key meetings including James Crisp, Terry Gould, La Cigale, Justin Wyborn and Trade Me and said she felt the Harvey family were happy with the Les Harvey statue unveiling event.

- **New Website**

Cheryl presented the various quoted options and asked for support to go with the quote from Net Branding, with the understanding that this would create a shortfall which would need to be compensated via Associate Memberships, while Net Branding would need to be offered the equivalent of 5k in sponsorship benefits .

Rebecca asked if there are any other 'hidden' costs like new images allowed for – Cheryl responded that while desirable, this had not been included.

Martyn asked if there was a timeline for the Parnell logo/rebrand and the view that it was inappropriate should we be trying to demonstrate a fresh approach was echoed strongly by Murray as well as Kelvin. Various other committee members concurred with Cheryl that a rebranding exercise is not a simple matter and needs careful consideration, while others suggested getting design schools and universities involved.

The discussion was concluded with Cheryl saying that she would revert at the next meeting with suggestions around how to tackle the branding issue, but the meeting agreed that the quotation from Net Branding was approved and we could proceed. Moved by Jock and all agreed.

- **B2B Events**

Cheryl reported that she felt the Tax B2B went okay and Jock said it would have been nice to have more committee members there. The next one is at Allison's Acquisitions, 15th July, themed 'Christmas in July'. Aimed at the retailers, with hopefully some reciprocal business for Allison. She asked the retailer committee members to please attend.

- **Promotions**

- **Chairs of Parnell update**

Cheryl reported that Nickala had been working really hard and that they were very happy that 12 businesses had already agreed to participate, with 9 features. Feedback from outside the BID has been very positive and two of the

businesses Nickala met with said that they wanted Associate Memberships. Sensitivity has been towards protecting designs and 'knock offs' primarily.

- **Pamper Parnell**
Cheryl explained that this concept has replaced the proposed "windows". Limited costs will be incurred until we see if this is building momentum. There could be really good synergy with NZBCF (Breast Cancer Foundation) who are doing their main fundraiser on the 11th Oct, and their annual walk through Parnell. Sponsorship for street flags was required in addition to other business opportunities for involvement.
- **Christmas**
Other proposals were tabled regarding the tree decoration, but further proposals were needed
- **Jan- Mar 2015**
There was no further progress on Tennis nor the Waiters Race.
- **Community**
 - **Station Precinct**
Cheryl confirmed that AT had agreed to present updated station plans at the next committee meeting and encouraged all to attend.
Parnell Inc had been approached to add their voice to the saving of Mainline Steam and the heritage building and Jock was going to try and secure a meeting with Len Brown.
 - **Sculpture Trail**
Cheryl had reviewed the intended sculpture trail and suggested a breakdown into 3 stages which she outlined. Rotary was still on board with some support for the plinths and Miles named a possible benefactor.
 - **Streetscapes**
Cheryl created a document on street improvement and repair in Parnell and this had been presented to a representative from Auckland Transport (Dylan Smith). This would be co-ordinated with the installation of UFB and reinstatement of footpaths that would have to be dug up.
- **Council**
 - Cheryl reported on her presentation to the Waitemata Board the same day and said it went very well. They were in full support of the BID extension.
 - Cheryl noted that we need to lodge submissions against the alcohol policy, citing that the policy is unfair with reference to Parnell vs. Ponsonby. Once submissions became available in June, the links would be circulated to all the hospo members.
- **Stats Marketview and vacancy**
 - Cheryl shared some stats from Marketview with reference to the first quarter of 2014 and also highlighted a Bayleys document referencing how the vacancy rate in Parnell had decreased substantially in recent months.
- **Financial**

- There was \$57,094.23 in the bank as on the 23rd May.
- Lighting Issues as reported by Cheryl:-
 - Kauri St Fraser Park - Peter Martin yet to respond re meter.
 - Lights from 235 (Masfen) – they left their lights outside and they were stolen. They were worth around \$1k. Our insurance excess is \$2500 which is more than the value of the lights. It was agreed that we should review the terms of the insurance.
 - Seeby Properties wanted their trees pruned, incurring costs of \$550 and \$990 for removal and re-installation respectively. A representative from Seeby had agreed to pay the \$550. However this was discussed in the light of Cheryl's concerns that there may be other members who wanted their trees pruned and this could erode our budget substantially. It was agreed that a policy should be circulated and that Cheryl should go back to Seeby Properties and say that the committee had overruled the agreement as we simply cannot afford this and ask Seeby to pay the full amount. Paul expressed certain concerns/consequences re member discretion with lights.

4. Council Matters

- Christopher – nothing to report

5. **Other** – no other matters were tabled

6. **Next Meetings**, 24th June (including presentation of Station plans from AT.

Jock thanked everyone for attending and closed the meeting at 5:47pm.