



MINUTES: Parnell Inc

January 28, 2014, 4pm,

Knox Room, Jubilee Building, 545 Parnell Road

1. Welcome – Jock Irvine

The meeting began at 4pm

Attendees: Jock Irvine (Chairperson),

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

Parnell Inc:- Cheryl Adamson, Nickala Hanley

Auckland Council:- Christopher Dempsey, Annie Inwood

Callum Baker, Miles Nathan, Alan Pack, Nickala Hanley

Apologies: Rod Hannah, Hamish Lewis, John Bardebes

Chairperson: Jock Irvine

Parnell Inc General Manager: Cheryl Adamson

Taking Minutes: Nickala Hanley

2. Expanded Strategy 2014 (as response to strategy developed late 2013)

Presented by: Cheryl Adamson

Presentation covered:

Overview of

- Increasing the BID with actions and timeframe
- Evaluation of Parnell Audience/Customer
- Shopping re tenant mix
- Key strategic imperatives from the GM

Current BID members

- Database Status
- Expectations
- Survey
- Membership benefits
- Associate members

Shopping & Tenant Mix

- Reference to 2013 strategic imperatives
- Highlights from Marketview survey
- Comment on average transaction value and origin of shoppers
- Critical issues re Parnell tenant mix
- Short & Med/Long Term actions required



- Reference back to KPI's

Marketing

- Comment on visual treatment of the brand
- Website performance statistics and issues. Inspiration and direction
- Newsletter – review and future suggestions
- PR & Publicity – review of current methodology and recommendations
- Events & Promotions, review of types, results, risks and future direction

BID Expansion

- Actions Step by step
- Timeframe
- Finance and Resource requirements

Budget

- Principles
- Additional Income Possibilities
- Housekeeping
- Assets/Storeroom
- Documents
- Committee
- Resources/HR

Murray Fitzsimmons asked Cheryl to clarify if she was advocating a BID expansion target of 2015. Cheryl advised that it is a target and was keen to start immediately, but that much needs to be assessed and evaluated before moving forward, including financial support. She advised that she had a meeting with Shale Chambers on the 5th Feb to explore funding opportunities and would revert post the meeting.

Paul Spackman wanted to acknowledge that he was fully supportive of Cheryl and her presentation and concepts.

Jock Irvine wanted it recorded that there was a unanimous approval of Cheryl's presentation and ideas today.

3. Auckland Council Update

Christopher Dempsey advised that he had no update from Council as he has just returned to the office

4. CCTV Initiative report back

Presented by: Callum Baker

Callum Baker tabled a proposal & quotation from consultant Bill Groves to investigate potential suppliers for the installation of CCTV cameras in compliance with the recent documentation from Auckland Council. He suggested that in light of the limited budget, we may need to defer his appointment to a later date and would soundboard his funding concerns with Gillian Stewart and see if there was any response – as he knew there was interest to have Parnell as a pilot scheme.



Callum advised that a meeting is being held in Manukau on 17 February 2014 to discuss how the CCTV integration will work and who the stakeholders are. Our own consultant will be attending this meeting also.

Annie Inwood: indicated that the CCTV initiative could remain aspirational and a useful tool to promote the BID and especially the extended BID as a whole.

Cheryl Adamson suggested that we should revisit the appointment of the consultant should we manage to source funds from the council for the expanded BID.

Annie Inwood: said she would try to attend the meeting on February 17th.

5. Unitary Plan report back

Presented by: Paul Spackman

Paul Spackman: advised that as per previous documentation and approval of funds, Hamish Firth is preparing his response to the Unitary Plan. Paul is meeting Hamish next week and Miles Nathan said he would endeavor to attend. Paul advised that the deadline for submissions is the 28 February so he may not have time to report back before the next committee meeting, but would keep us in the loop.

6. Ice House – mentoring proposal

Jock Irvine tabled the 6 month mentoring proposal and quote from Ice house and suggested that a fee of \$2000 per month was costly given our limited budget. He advised that he would like Parnell Inc to keep a relationship with the Ice House but that an 'on-demand' basis may be more appropriate, particularly given Cheryl's level of expertise. Cheryl responded that quarterly review meetings regarding strategy may be an option.

Alan Pack: recommended that Parnell Inc and/or Jock discuss with the Ice-House directly, about how to proceed.

7. Financial

Cheryl Adamson asked the board their preference regarding the presentation of financials as earlier feedback had suggested that the profit and loss format from Lynch Phibbs (off Xero) were confusing. The general consensus was that the sample presented which is a combined cashflow, actual & budget forecast was ideal, but that we should report of cash on hand. Cheryl reported that at the beginning of January there was \$50 729 in the bank.

Cheryl noted that should all the committee members join Dropbox any pertinent documentation (including the budget) would be uploaded prior to the meeting to allow for review.



8. Other matters

Cheryl Adamson: advised that she would like feedback on specific documents that she will email everyone about. These documents will be available in Dropbox and included the PowerPoint presentation, a tenant survey and a draft of membership benefits.

9. Meeting closed

Jock Irvine thanked Cheryl Adamson for her presentation and closed the meeting at 5:55pm.

Next meeting 28 February.