



MINUTES: Parnell Inc. Committee Meeting

April 29th 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, Murray Fitzsimmons, Rod Hanna, Paul Spackman, Kelvin Ricketts

Parnell Inc:- Cheryl Adamson, Nickala Hanley

Auckland Council:- Annie Inwood

Apologies: Martyn Hamilton

Chairperson: Jock Irvine

Parnell Inc General Manager: Cheryl Adamson

b. The minutes from the March meeting were approved, subject to the fact that Kelvin wanted it noted that he had formally apologised pre the meeting.

2. Monthly Report General Manager - Cheryl

- **Financial Report & Budget Update**
- Cheryl reported that the bank balance as on the 14th Apr was \$ 83,331.04. She noted that the Auckland Council had granted us \$10,000 towards the BID extension and thanked Annie for any help she had given us in this regard.

An 18 month budget had now been drafted, including all the BID extension costs and is in the dropbox for view. The shortfall of \$61,020.75 relates to the money we need to raise towards the BID extension, and not any current budget anticipated overspend.

Headline Sponsor – BID Extension

With reference to the document that had been sent out for comment 2 weeks prior to the meeting, Cheryl explained the reason for a publication to feature sponsors (ambassadors for the BID process) targeted for a 10K contribution as well as other sponsor benefits, as this comprehensive document about the future of Parnell would



form the basis of our marketing collateral for the BID extension. Various discussion ensued about whether or not sponsors would want that kind of profile coverage, and also that it may be different for different types of companies. Annie confirmed the need for printed collateral for the expansion of the BID and that in the Council's experience, it is needed.

The name "Parnell 2B" was still open for discussion as well as the qualification of the target for the distribution and quantity to be printed. The publication is intended to have a life of 18 months to 2 years.

The committee also discussed the new property acquisitions in Parnell and felt this was a very positive step.

It was agreed that Cheryl should incorporate the various comments tabled (as well as those recorded on email) and send around the final doc for review so that we can proceed to design ASAP.

- **Membership**

- **Database Status**

- Cheryl reported on the status of the current member database, the BID extension database as well as Associate Members – all of this as tabled in the monthly report. In terms of the BID Extension database, Cheryl commented that there has been positive feedback on being included by the business association. This has been reported by the students canvassing as well as making subsequent contact with the office. The acquisition of correct emails (and prevention of unsubscribes) is now the next challenge and we are using the UFB as a reason to communicate right now.

- Cheryl also reported that she had set up a meeting with Terry Gould and was waiting for confirmation from Elizabeth at La Cigale.

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

- Cheryl reported that both Marco Creemers and Kevin Harvey agreed to be interviewed by The Gardens and she was hopeful that this would be a positive and substantive piece of publicity originated from our office.

- A meeting had been arranged with Henry Hall from James Crisp.

- Cheryl reported on current status and interaction with the Harvey family as well as our involvement and support of the unveiling of the Les Harvey statue on the 16th May.

- **Marketing**



Cheryl tabled the list of online communication which is currently taking place including Newsletters, Website & Social Media and noted that we are communicating with members at least once a week. Although we are still not getting the response we want when calling for tenant promotions etc, there have been positive comments with respect to consistency from our office. Facebook in particular is getting into a good rhythm with over 20 posts last month. New social media will be added.

Cheryl also noted that Nickala has extended her hours in order to accommodate all the online activity.

New Website –

Cheryl discussed the fact that a brief for the new website had been put out for quotes and 2 quotations secured which were vastly different in price. Cheryl requested that Hamish assist with deciding which route to follow and it was recommended that we perhaps consult outside of the committee (Such as Seeby Woodhouse) if we feel that would be helpful.

B2B Events

Cheryl reported on the positive attendance of the UFB meeting on the 16th April and subsequent feedback. Further follow up would continue but we are awaiting some documentation from Chorus.

The 14th May B2B will be on tax reporting with Chris Lynch at NZ Home Loans with John Bishop III hosting. Paul asked if we felt the morning sessions were convenient for most businesses and Cheryl responded by saying it was planned to alternate the times to enable different attendance.

The June B2B was scheduled to be about Social Media, while July will be 'Christmas in July'. Further details will follow.

Category Promotions – reported as follows

Pamper Parnell was tabled as a concept for all the 'beauty/body/wellness' category of service providers, which could commence over winter months. Participation was still to be tested from the retailers. Kelvin endorsed the idea of 'special' promotions and tabled the concept for an online vehicle via which retailers could advertise special deals in Parnell. Further discussion on this would be followed up between Kelvin and the Parnell Inc. office.

Tennis 2014, need to go back to the drawing board as Moet don't have additional budget.



Hospo Competition and Waiters Race - cost estimates have been drawn up with a component for our budget (Hospo) and a component for sponsorship (Waiters Race). It was discussed that in terms of our event calendar it would be preferable to move this to an annual event Feb//Mar and we would have more budget flexibility. Next steps were to register a domain, meet with Dining Magazine and solicit feedback from the likes of Antione's and NSP.

Summer Windows – a cost estimate exercise had taken place, but Cheryl noted that were still debating timing and relevance and would revert after further consultation.

Chairs of Parnell. Further details and objectives were presented on this promotion as well as a detailed budget. Cheryl noted that we have set ourselves the target of 12 minimum participants. In order to balance the budget, we need 16 tenants to agree to contribute towards the prize. Rod suggested that we increase the contribution from \$150 and after discussion it was agreed that we should pitch this at \$250. Cheryl asked for formal budget approval of \$11,997 (including GST) as the deadlines were now approaching for this to commence Jul/Aug. Jock motioned for approval and all agreed

Christmas – It was tabled by Cheryl that our intention for Christmas would be to focus on a Christmas atmosphere (with community choirs) rather than a media campaign.

Cheryl reported on her discussions with Tony from Deco Lights about the Christmas tree with regard to size/adding to the structure/ adding lights and anchorage issues, as well as the possible relocation of the tree. The preference of the room was for the tree to remain in Heard Park and Paul agreed to take up the discussion with Tony.

The general consensus was that the committee liked the idea of a bandstand, but more discussions would need to take place in this regard.

Subsidizing lights for tenants was also tabled and various points of view noted – this needs further discussion once the Christmas budget is formalised.

- **Community/Tourism**

- Auckland Museum**

- Cheryl reported that her meeting with Les Fleming had been fruitful and he had been most helpful. Common issues include the desire for CityLink buses to have a museum stop, as well as understand the configuration of the Parnell Station and subsequent links. Les had offered for Parnell Inc to meet with their tour operator and Cheryl, Bill and Callum are scheduled to meet the head of security on the 2nd May

- **Crime/Security**



Cheryl noted that there was nothing further to report re Bill Groves. She had secured a proposal from Matrix at the request of Alan pack and would pass that onto Bill. She also noted that in the past month there had been quite a few reports of mobile phones being stolen from stores.

- **Council**

Reminder of presentation to Council on the 27th May. Paul asked who was presenting, and Cheryl responded that it would be herself, but she would seek Paul's involvement in devising the presentation.

- **Financial, Staff and Housekeeping**

Lighting – Cheryl reported that Tony asked Cheryl to get in touch with Peter Martin Auckland Transport about the beacon in Fraser Park – no feedback had been secured. She also reported the feedback from Deco Lights re his contract and Auckland Council consent. Paul agreed to take this up as part of his discussion with Tony.

Accounting – Cheryl noted that the monthly accounting is proving in excess of what we have budgeted, despite trying to do as much as possible herself. She was hoping it would settle to a lower level as in the past month. Jock requested that Cheryl make Lynch Phibbs aware of the budget constraints and the committee's concern re the costs.

Hr/Staff - Cheryl requested a meeting with Jock re amending Nickala's contract and confirming her KIP's

3. Council Matters

- There was nothing to report from council as Christopher was not in attendance and Annie had to leave early.

5. Other Matters

- John asked for feedback on the vacant premises at no 195 Parnell Rd and whether or not Annie had managed to see if the Council could exert any pressure. Cheryl agreed to take this up with Annie. John offered to help Cheryl word an email to the owner on behalf of Parnell Inc.

6. Next Meetings - 27th May, 24th June

Jock declared the meeting closed at 5.35 and thanked the office for the hard work