



---

# MINUTES: Parnell Inc. Committee Meeting

Oct 28<sup>th</sup> 2014

Jubilee Building, 545 Parnell Road

---

**Welcome** – Paul Spackman

**Apologies** – Hamish Lewis

**Attendees:** Paul Spackman, (Chair)

**Committee:** - Rebecca Foley, Kelvin Ricketts, Jason Galea, Dana Johnston, John Bardebes, Dana Johnston

Parnell Inc.: - Cheryl Adamson, Nickala Hanley

**Parnell Inc. General Manager:** Cheryl Adamson

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

---

## 1. General Manager Report – notes

### Update promotions and events

**New Website** - Cheryl noted that she would be sending the committee members a link to temporary site.

### B2B Events

- Unite in Pink - B2B with Century 21, Thurs 30<sup>th</sup> from 5pm  
Cheryl would like more committee members to attend this please.
- 11<sup>th</sup> Nov – talk on Asian Tourism  
Parnell Inc. will be cancelling this as the topic timing is not appropriate.
- Last B2B of the year, 3<sup>rd</sup> Dec at Alfresco

### Christmas

Cheryl reported on progress regarding the following events and efforts from Parnell Inc to support and work with City Construction

- 6<sup>th</sup> Dec our event at Heard Park, 12pm till 4. 4 slots booked so far
- 6<sup>th</sup> Dec, Parnell Village and up to Iguacu, 10-1, City Construction initiative Parnell Village Festival with stage possibly located in Igaucu premises
- Italia Square – due to open 1 December and they are working with Passion PR.

- Tree installation date – 3 November
- Garlands installation – 17 November

### **Tennis – hospo initiative Jan**

- Have secured 2 tickets to the final
- Need 3 x \$250 vouchers so we can make the prize worth \$1000  
Dana agreed to give one voucher and Kelvin another.
- Have also secured a Corporate Box for 1 day during the ladies Classic – it w agreed that we should come up with an idea how best to promote this..

**White Night** – curator appointed and procurement is taking place

## **2. BID Expansion**

Paul began by explaining that w would like a group of people (Champions) to herald and promote the expansion of the BID. At the end of the meeting today discussion would be devoted to how that will take place. Martyn explained his support and his intention to canvas between 30-40 tenants. Various other committee members endorsed the process.

Paul also explained that the prospectus Cheryl was compiling includes the benefits of becoming a Parnell member and would provide the base collateral for promoting the BID Extension.

### **Key dates and timelines were discussed with comments as follows**

- 30<sup>th</sup> Oct, email public announcement and notice of first public meeting
  - this needs to go out today, 28 October 2014 because voting takes place on April 29
- 20<sup>th</sup> Nov, first public meeting, 9am, Jubilee
  - prospectus will be ready for this meeting which includes benefits, briefs and excerpts from key members. Response to advertising in this has not been great
- 1 Nov to 2<sup>nd</sup> week December, need to meet Key Influencers and Problem People (KIPPS)
  - we also need to identify the people who are going to cause problems for the campaign.
  - Cheryl suggested that each member should come up with their own list of people that would be appropriate and relevant to them.
  - Paul does not want to focus predominantly on the opposing people and would rather the members focus on the encouraging ones.
  - John asked what the main argument is? A: extra rates
  - based on Cheryl's discussions with other BIDS she recommends that we segregate tenants and landlords for discussion after the first Public Meeting, because the conversations are different.
  - Jason and Martyn agree that if you can come up with the closest % or \$ increase so that you have the opportunity to respond with what Parnell Inc. plans to do for them in exchange.

- Dana expressed that the Security Plan is a good idea but there needs to be more detail in terms of what will actually be done. Dana and Martyn strongly agreed with this.
- December and Jan – Cheryl to fine tune database and work on marketing collateral
- Beginning Feb till end March – serious lobbying of all companies, plus 2 x public meetings
- Ballot commences 29<sup>th</sup> April

### **Prospectus Update**

- Cheryl reported that the articles were going well and she was positive about the outcome, but that the advertising sales were dismal.

### **Committee Actions, - General discussion**

#### **First Public meeting**

- Discussion centred around the format of the presentation and what we should be looking for. Paul said he felt it should be tightly scripted. We need to do some background work on possible rates, so the committee is informed. Paul said he also felt that the first meeting needs to be more global and strategic, set the scene rather than discuss the details.

Dana suggested that we need an outside person to present and sell the pitch and suggested Andy Higgs from ATEED. Graham Wall was also tabled as a possible presenter and various options were discussed. It was finally decided that as the attendance on the first meeting would be minimal, that we should try and secure an endorsement from Graham and save a speaking slot for the meeting next year. John agreed to facilitate an introduction to Graham for Cheryl.

Cheryl said it was possible to approach Andy Hamilton from Ice House. Ideas around a script and filmed endorsement were also discussed. Martyn also recommended Hamish Firth as a potential speaker.

The details around the way we word the security plan were discussed and Jason, Martyn and others felt that it needed to be more tangible and specific. Paint a picture saying “with the funding we can do this”. John endorsed the fact that we should promote the topic of security and how we can improve this.

Cheryl confirmed that the invitation would be sent out that evening via the Parnell Inc. database and those without emails would be sent in the post. Cheryl also confirmed that according to Annie's advice, Parnell Inc. doesn't need to gazette the announcement.

Cheryl has confirmed that we do not currently have any money for marketing collateral for the expansion.



Cheryl also tabled that we need more responses from the survey.

- Paul then asked what everyone was prepared to do as individuals to campaign for the BID ext:
  - Jason – will send the list that they will approach
  - Martyn – will send/chat to all his tenants
  - John and Dana – Cheryl suggested that they concentrate on the York Street area.
  - Paul – will look at St Georges Bay Rd
  - Kelvin – phone lobbying and anyone coming into the shop

Everyone committed to send Cheryl their list of people that they will talk to by the end of the week.

Paul asked what the lobbying time frame is? Cheryl said that she would be more comfortable if at least 50 positive contacts (mostly EVL's) have been approached.

There needs to be a feedback loop somehow

#### **4. Leasing landlord planning session**

Paul tabled the fact that he felt this was not a priority for the remainder for this year and we should pick this up early 2015. Kelvin feels that leasing is already going in the right direction and everyone agreed.

#### **5. Other**

Paul and Cheryl are having lunch with Shale Chambers on Friday to advocate the BID extension.

Financial Report – Paul highlighted the current position, which would reflect a deficit of \$35K for the financial year. This is not yet an overspend, as it relates to a shortfall of sponsorship we need for marketing collateral for the BID Expansion.

**Last meeting of the year Nov 25th**

**First meeting in Jan 27th**

**Chairman – closed the meeting at 5:20pm**