



MINUTES: AGM Parnell Inc.

October 1, 2015

Jubilee Building, 545 Parnell Road

Welcome – Paul Spackman (Chair)

Apologies – Andrea Smail, Becky Zhang, Chris Brittain, Chris Lynch, Chris Urry, Christopher Dempsey, Greg Hinton, Hamish Firth, John Bardebes, Jenni & Brian Hughes, Mary Gordon, Miles Nathan, Paul van Dorsten, Peter Allard, Pippa Coom, Rex Godso, Rob Donaldson, Stephen Brown

Chris Lynch tendered his apologies but may get here for the presentation.

Attendees

Alan Pack	Alan Pack Consulting
Asha Lal	Zenith Interiors
Barbie Jones	Parnell Inc.
Brendan Jury	Orbit World Travel
Callum Baker	Parklane Group
Carey Oldfield	Milly's Kitchens
Cheryl Adamson	Parnell Inc.
David Nicholl	David Nicholl Solicitor
Cyril Dominikovich	Parnell Real Estate
David Vinsen	Quinovic
David Knightley	David Knightley Accounting Limited
Emlyn Lloyd	Masfen Group
Gail Coyle	C & R Adams Trust
Gill Plume	Auckland Council
Hamish Lewis	Trenzseater
Jason Galea	Masfen Group
Jeanette Paine	Auckland Museum
John Coutts	Heather Street



John Gilbert	JE Gilbert Trust
Kelvin Ricketts	Zlato on Parnell
Les Fleming	Auckland Museum
Lyn Fox	Parnell Trust
Michelle Padgett	Vantage Group
Martyn Hamilton	Property Supervisors
Nigel Barton	Hattitude
Paul Spackman	Spackman Property Services
Rebecca Foley	Hartfield Jewellers
Ricky Reddy	Zenith Interiors
Sarah Thorne	Parnell Trust
Shale Chambers	Waitematā Local Board
Sharon McCavana	Hattitude
Toby Lerew	Woolly for You

Confirmation of Minutes of the previous AGM.

Approval moved by : Jason Galea, seconded by : Callum Baker, motion carried.

1. Presentation of Chairman's Report – Paul Spackman

Paul gave a review off the previous year highlighting that the core focus was the BID Boundary Expansion, which has been a major sea change in terms for the organization, which now has the funds to achieve some meaningful things in Parnell. He thanked the sponsors for their support and Cheryl for her energy, passion and input. Unanimous applause from the members followed.

He highlighted the fact there was a renaissance in Parnell and we need to be capiltalise on this. One of important initiatives commencing is "Reinvigorate Parnell" which will see the promotion of Parnell as a highly desirable location to do business. He mentioned the GAP Analysis in terms of tenant mix as another major initiative. Advocacy would continue as an integral service to members, as well as aspirations to increase networking, in addition to developing a plan for CCTV deployment. Parnell Inc. was also in consultation for an annual signature event.

Paul noted that Rebecca Foley was standing down from the Executive Committee. He thanked for her contribution over the past few years and presented her a gift.

2. Thanks to sponsors - Paul Spackman

Paul Spackman formally thanked the sponsors of the BID Expansion programme, and presented them each a small gift.

- Jason Galea, Masfen Group
- Callum Baker, Parklane Group
- Michelle Padgett, Vantage Group
- Shale Chambers, Waitematā Local Board



- Noted that we will deliver parcel to Samson Corporation

3. Presentation of General Manager's Report, Indicative Budget and Business Plan 2015-2016/2016-2017 and 2017-2018 – Cheryl Adamson.

Cheryl provided an overview of the previous 12 months, saying that the most prominent focus of the programme had been the BID Boundary Expansion and its 5 campaign promises and reminded the audience of the extremely successful outcome of the BID ballot. The 5 campaign promises have now set the foundation for 5 strategic pillars that form the framework of Parnell Inc.'s initiatives, under which the range of services to our members will be delivered. She noted that her presentation material was documented in the printed version of the Annual Report and Business Plan and highlighted the following major areas in her presentation.

- Advocacy & Representation
- Security – current and future CCTV
- Marketing & Branding, encompassing research, PR Publicity, the GAP analysis "Reinvigorate Parnell and a signature event
- Member Communication, Networking, database and CRM
- Managing the Environment & Streetscapes, Parnell Station, and aspirations to finally achieve a vision and visual interpretation of the future precinct.

Cheryl mentioned that under all the campaign strategic pillars are several working groups and asked the audience to please let her know if they wished to become involved in any specific aspect. She explained the Added Value to the budget through media discounts, free publicity, sponsorship etc. at a total of \$135,270 and highlighted the pleasing increase in spend in Parnell as reflected in the recent MarketView Performance Summary.

She recapped that the 2014-2015 budget forecast was to use all available resources and that the expansion process was funded entirely from sponsorship. She drew attention to the 2015-2016 and 2016-2017 budget, as printed in the Annual Report. She noted that operating costs had only increased slightly, with the major portion of extra funds going towards member services. She said we are not asking for an increase in the targeted rate for the year 2016-2017, but may well consider this for the following year.

Paul asked the meeting for any questions:

Cyril Dominikovich asked about the CCTV noting his concern that 3-5 years is far too long. Paul Spackman responded that there is no intention to hold anything back and we were proceeding to get a comprehensive plan tabled, but this needed a lot of consultation and investigation.

Toby Lerew said he felt the cost for generic marketing for Parnell seemed disproportionate for the amount of income coming in. Cheryl explained that the largest marketing allocation was on category promotions that have the potential to drive visitation and it is our preference to implement campaigns that are measureable. She also explained that the total cost for all the marketing initiatives put together is closer to \$200K.

4. Financial Reports – As Chris Lynch had not made the meeting as planned, Paul Spackman presented the Financial Reports on his behalf



a. Approval of Statement of Accounts and Audit

Paul reiterated that the focus in the previous year had been on the expansion, which had been funded via sponsorship. He explained that we set out to utilise all available resources and ended the financial year with a positive equity balance of \$23,360. He asked if the meeting could formally approve and accept the Financial Report.

Approval moved by: Paul Spackman, seconded by: Jason Galea, motion carried.

5. Election of the Executive Board Committee – Cheryl Adamson.

Nominations from previous Committee members were received as follows:

Dana Johnston – 46 & York
Hamish Lewis –Trenzseater
Kelvin Ricketts – Zlato on Parnell
John Bardebes – New York Properties Limited
Jason Galea - Masfen Holdings Limited
Martyn Hamilton – Property Supervisors
Paul Spackman – Spackman Property Management

In addition nominations had been received for the following new members:

Carey Oldfield – Milly's Kitchens
Mary Gordon – Horizon Radiology
Paul Van Dorsten – Haworth Europlan
Ricky Reddy – Zenith Interiors

Cheryl noted that The Constitution provides for 11 voting members. Eleven nominations in total were received, therefore all the members were duly appointed to the Parnell Inc. Executive Committee and she thanked them for volunteering their services.

6. Election of Officers – Cheryl Adamson

Cheryl noted that Paul Spackman had offered to stand as Chairman and as there had been no other nominations, declared that he has been duly elected.

Approval Moved by: Cyril Dominikovich, seconded by: Toby Lerew, motion carried.

Election of Treasurer – Chris Lynch, Lynch Phibbs

Cheryl moved that we confirm the appointment of Chris Lynch from Lynch Phibbs as Treasurer for the next financial year.

Approval Moved by: Paul Spackman, seconded by: Cyril Dominikovich, motion carried.

Paul thanked the meeting for their vote of confidence in returning him as Chair and felt it would provide consistency in executing the strategy that commenced the previous year. He stated that he was gratified to have six members on the Executive Committee from the expanded BID area, meaning the geographical representation on the committee was well balanced.



7. Non Voting members – Paul Spackman

Paul informed the meeting that our constitution provides for us to appoint two non-voting members onto the Executive Committee to support specific initiatives. The previous Executive Committee had agreed that they would like to appoint Jeanette Paine, Auckland Museum, and John Coutts, landowner in Heather Street, for this purpose.

8. Indicative Budgets Approval – Paul Spackman

Paul asked that the meeting approve the budget for 2016 /2017 as follows:

That the targeted rate budget continues at \$700,000 for the 2016-2017 year.

He noted that an aim was to keep operating costs down and spend it on activities.

Paul asked the meeting if they had any questions:

- Toby Lerew asked why personnel costs were going up \$35,000, given Paul had said we were trying to keep these costs down. Paul explained that this provision was for additional employment as required. Cheryl said that this would more likely be someone 2-3 days a week as and when needed and probably equate to another half-person a few days a week. Toby also asked if the \$200,000 allocation for security included CCTV. Cheryl said yes it did.
- Cyril Dominikovich asked again about the 3-5 year period for CCTV installation and suggested that cutting down on the current security (on foot and mobile patrols), may facilitate the implementation of CCTV sooner, given the recent spate of graffiti. Paul and Cheryl clarified that we are not going to wait 3 years to implement this initiative. An assessment was going to be actioned immediately and the goal was to have a plan in place before the end of the 2015-2016 financial year. CCTV may well be implemented in stages, so the 3-5 year horizon reflected our prediction of a full system. Cheryl said she was in the process of reporting graffiti to Auckland Council.

Approval of targeted rate for 2016-2017 as reflected in the indicative budget moved by: Paul Spackman, seconded by: Jason Galea, motion carried.

9. Appointment of Auditor for the financial year ending 30 June 2016.

It was proposed that we appoint David Knightley as the Auditor for the following year.

Approval moved by: Paul Spackman, seconded by: Hamish Lewis. All in favour.

10. Parnell update - Shale Chambers, Chair, Waitematā Local Board

Paul introduced Shale and acknowledged the support provided by local board for the BID expansion and said that it was really appreciated.

Shale provided a brief introduction into the Waitematā Local Board representing the inner city fringe area, and congratulated Parnell Inc. on the BID Expansion.

He reported on ongoing collaboration and advocacy from BIDS as an essential component to economic growth. He reported on the Domain Master Plan, spoke about the forecast for the Parnell Station to become operational and reminded the audience about the Parnell Festival of Roses.



11. General Business

Cheryl said that only one item of general business was received, from Toby Lerew. And asked if the presentations clarified his question.

Toby Lerew – reiterated his previous concerns around the percentage of budget allocated towards marketing and also said he had questions about the level of crime in Parnell. Cheryl invited Toby to come and spend some time with her so she could explain the objectives in more detail

Cyril Dominikovich - reiterated his previous comments about CCTV and graffiti.

12. Close the meeting

Paul Spackman closed the meeting at 7.00pm