



Parnell Inc. Committee Meeting 4.00pm, 26 April 2016

MINUTES: Parnell Inc. Committee Meeting

26 April 2016

Home Ideas Centre, 165 The Strand

Welcome: Paul Spackman

Apologies: John Bardebes, Mary Gordon, Ricky Reddy.

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Clare Dowthwaite, Christopher Dempsey, Dana Johnston, Hamish Lewis, Jason Galea, John Coutts, Martyn Hamilton, Paul van Dorsten

Guest: Peter Allard, Linden Leaves

Parnell Inc. General Manager: Cheryl Adamson; Office Manager: Barbie Jones

The minutes from the March 2016 meeting were approved following changes made.

Moved by: Paul van Dorsten; seconded by: Carey Oldfield; all in favour.

Agenda:

1. **Welcome guest Peter Allard**, CEO | Linden Leaves. Paul S welcomed Peter as a visitor to the meeting and proposed that the Committee co-opt him formally as a member, saying he would be replacing Kelvin Ricketts, if no one was opposed. All in favour.
2. Paul S said that Mary had resigned due to personal reasons and that he was sorry to see her to go.
3. **Security feedback & CCTV**
 - Paul S tabled an overview, saying that the good news was it seems as if we would be able to afford around 14 cameras in the next 2 years, based on the perimeter plan as previously tabled. Cheryl provided feedback on a meeting with Peter Fillet at Auckland Museum in which they discussed CCTV museum issues. Cheryl reported that the museum has a highly sophisticated system which monitors their interior, and on the exterior only the circumference of their property. It does not include the parking areas in The Domain, around the museum, which are under the jurisdiction of Auckland Council. These parking areas typically result in quite a lot of crime, especially taking



advantage of unsuspecting tourists. She mentioned that in Phase 2, it would probably be necessary to look at the intersection of Ayr Street and Parnell Road and possibly near Parnell Station. She added that at the upcoming meeting with the Local Board we would address the train station and walkways to Carlaw Park in terms of security and cameras.

Cheryl reported that based on the potential estimates of tenders as presented, if we took a lease back option, we would be able to include the intersection of The Strand and St Georges Bay Road in phase 1, which was more representative of our membership.

Dana arrived 4.11pm

Cheryl mentioned that in terms of tenders we have had a lot of interest, some from our members. Bill will be sending out an initial ROI to ascertain systems and expertise, then this would be followed by the RFT.

Cheryl also mentioned that we need the approval of AT in order to mount cameras on their poles. The application was extensive and carried a fee, but the applicant needs to be the installer. What we would be seeking in the short term was 'conceptual' approval from AT and a letter would be going out in this regard shortly.

Cheryl then went on to discuss potential options for the server – in the office of Parnell Inc. (which was not workable), in a third party premise, or sharing a premise. As we are looking at a system which is re-actively monitored, there is not a great space requirement. Peter Fillet from the museum had mentioned that within their monitoring room there is potential space for a server. She stated that the consultants' recommendation was ideally to have the server in a council building as if in a privately held property, we would always run the risk of the property being sold. Obviously if this was an option we would need to set up an MOU and discuss costs. All agreed it was worthwhile continuing this conversation with the museum.

Carey enquired about tapping into Newmarket. Cheryl said this option was still on the table. Newmarket monitoring takes place in the Newmarket Police Station, with an independently paid staff member on an allocated number of hours. In her last discussions with Mark, they had discussed the potential to contribute towards the costs, but this still needed further discussion. Paul S said we would need a MOU with whoever we go with.

Jason noted that server back up would be a prerequisite, including an alternative source of power.

Cheryl said that the committee does not need to make any decisions at this stage, she was just keeping everyone apprised of the findings to date.

Paul van Dorsten asked for clarification of the estimate costs. Cheryl explained that what she presented were estimates from the consultant as to



what the tender outcomes may be, based on the fact that we are giving all companies the same brief. Carey asked about Otahuhu and Newmarket monitoring. Cheryl said Otahuhu have now gone fixed-view and re-active monitored.

Paul S said we need to ask is how many incidents happen a day. Cheryl replied that there are 1-1.5 incidents a day in Parnell. Paul van D asked who set the budget at \$45,000 for year 1? Paul S responded that this was tabled at the AGM and approved, and certain members would be really happy to see this initiative finally implemented, especially the dairy at top of Parnell Road who has been burgled 3 times in recent months.

Cheryl mentioned the crime stats were looking very promising with a definite improvement since the Global contract began. She was waiting for a full year to compare as there seemed to be seasonal fluctuations.

4. Major Category Promotions

- **Monkey report – key highlights and results, added value**
Cheryl said she has sent the Committee the Summary report to view and showed them the hard copy. She said this is a record of our work and artwork, PR etc. with 'added value' of \$115,000. She went over the figures of the impact of the monkey campaign.
Paul van Dorsten noted the 27.4% increase in hospitality outlets and queried the \$ value of the increased spend overall. Cheryl said this equated to \$168 thousand increase over the 2 week period as compared to the same 2 week period the previous year. She also stated the amount of transactions increased by 8,400 during that time, demonstrating that there were more people in the area.
Carey mentioned some visitors would have been potential future customers. Cheryl agreed and gave the example of a quote from Zlato Jewellers. She went over the added value and said she was conservative for some online listings so had attributed small values between \$50 and \$100. She explained the Facebook earned value.

Paul S asked if Cheryl could table a one-page synopsis on where we can improve in following year/s. He would like to capture it for moving forward.

- **Décor Category**
Cheryl explained this normally takes place in September. We will continue with the consumer campaign as per last year but would like to see if we could explore the opportunity to stage an Industry Design Day to include the non retail businesses. Paul van D said to check name of 'Design Day' as felt Interiors or Urbis magazine may have a trademark on the name.
- **Waiters Race/Artweek**



Dana reported that we have Tony Astle involved, as well as Ash from Woodpecker Hill and Shar from NSP for the Waiters' Race. He said Ash had shared some great ideas for a 3-4 hour event. The intention for the race was to try and engage with other hospo areas around the city and challenge them to get some hot competition going.

Cheryl said the other challenge is not to just have an event in Heard Park as just a small group of hospitality benefits from that. She said we intend to have chats with the Council/AT about closing off the end of Parnell Road.

She explained that the concept would include a week -long hospitality promotion, so all of the hospitality outlets in the greater precinct could participate on some way, with the final event being the Waiters Race.

It has happened coincidentally that ArtWeek was happening on the same weekend, so we are going to try and relate this to the 'food' - Art of Food.

5. Leasing GAP Analysis

Cheryl provided an update on new hospitality tenants, saying there are lots of new ones moving into area with Huckleberry Farms opening soon in Saatchi Building, and Red Rabbit in Faraday Street relocating their entire roaster from Wellington, as well as Dana's gastro pub opening soon on Parnell Road.

She said that iShen is becoming a hair salon (ex manager from Seviles in Newmarket),. Pepitos is closing, with Azon, a Filipino chef who was a finalist in MasterChef NZ last year, opening in a few months. The owners are engaging an architect for a redesign.

Pasture, is coming to 235 Parnell Road, the chef is an ex-Sidart and Merediths chef. It will be fine dining, which is going to be great for Parnell.

195, Auckland Transport said no to our request to place a hoarding in front of the premises.

Update Property Economics / General Feedback Agents

Cheryl apologised that she had not had time in the last month to review this item.

Dana commented that there are some exciting things going on, so next few years will be great.

6. 'Reinvigorate' Parnell

- Cheryl informed the committee that the Brand brief was put out to 10 Parnell agencies with 5 proposals received back, with one subsequently dropping out. She said she has 4 really good proposals and asked for a sub-committee to help go through these. Most of the companies felt strongly that you need to

get the positioning statement right first and then design the brand identity. Cheryl said the sub committee will need to recommend to the committee which proposal to put forward as we cannot make a decision on just sums alone. Clare, Dana and Peter offered their services to form a sub-committee.

- The committee were reminded that we are in the process of distilling the information from the blueprint doc into timelines and target audience priorities. The deadline for this is mid-May as we have an important presentation to the WLB at the end of May. Although we have requested this meeting to present the results from our focus groups and blueprint, we also have an obligation via our BID Partnership agreement to table a 1-3-5 year strategy. We are still working towards 2 pieces of communication (1.) A 1-3-5 year Strategy and Business plan and (2.) A concise version of the Blueprint which would be used for consultation and feedback.

7. Advocacy/ Transport

- Parnell Station Update
Paul S referred to a meeting with AT the previous week. He explained the response from AT, which at this stage they had requested to keep confidential.
- Waitemata Local Board – pathway. Christopher talked about the potential support by WLB of the pathway from the Parnell Station to Carlaw Park and said there is still ongoing discussion on this. The Local Board have tabled they are happy to help contribute to this from their transport allocation.
Summerset – Paul S informed the committee he and Cheryl had with meeting with Aaron Smail. Summerset are still in the planning stages and were talking about diverting the initial easement provided by AT.
- Parking Management plan – Cheryl said we had received forms from AT and reverted with minor comments, but are now awaiting AT to commence the study.
- Bus lanes from St Stephens Avenue on Parnell Road– Cheryl explained that when these were put in we predicted that traffic would back up Parnell Road in the evening. We asked for evidence. AT presented results saying it was quicker for buses between the Cathedral and Newmarket, but she said we need evidence from the bottom of Parnell Road since the buses must get held up going up Parnell Road.
- Cheryl told members that the 703 bus route has begun along the Strand, but the bus stop outside Home Ideas Centre is not working as cars park in there. Cheryl said she is not going to publicise this until AT put in a pole at least, signaling the bus stop and was chasing AT in this regard.
- Jason asked about a stop outside Matisse and Cheryl replied saying that AT have applied to NZTA for another stop along The Strand
- NZTA pedestrian crossing – Cheryl noted that the proposed pedestrian crossing near Matisse will commence in May.
- AT/QMS Media pole banners – Cheryl said she has a meeting on 10th May, with the Waitemata Local Board, and will be taking some other BIDs with her.

She mentioned that according to the new contract with AT and QMS media, 30% of the time QMS can sell space to 3rd Party advertisers but there does not seem to be confirmed criteria for this. She stated that our largest concern, over and above the excessive costs of the banners, is that we do not want competitors banners in our area.

- Shuttle – Cheryl suggested to members that we should look into the feasibility of funding costs around a shuttle service. John Coutts is going to do some initial work on this. Cheryl mentioned that Mansons have done some initial costing. Paul V asked where this idea came from. Cheryl replied that it came out of the reinvigorated document, where it showed long term connecting all of Parnell is a challenge.

8. B2B's

Paul S said he had some feedback from Newmarket Business Association who have held some 'information' sessions. Cheryl said she was aware of this and had reports of certain events being well attended. She tabled the upcoming events

- 20th April Fuze Business Interiors
- 17th May Health & Safety at Work Act information session presented by HRtoolkit. Paul noted it would be interesting to see the response to this event as it was of a more serious nature
- 15th June - Next Gen/Tennis Auckland will host a joint one
- 13th July – Foundation Precinct members with Paul Goldsmith as a guest speaker in the Wine and Spirit Geographical Registration – Cheryl said he is wanting to engage with the business community but in a nonpolitical format. It was thought this topic would be a good one to present to members. Cheryl said she will try to get a wine sponsor onboard for this.

Paul S commented that the Committee did talk a while ago about an event providing an opportunity for various electoral candidates to do a presentation, as long as we could maintain an 'Apolitical' stance.

He said he feels our B2B's are doing really well and getting people engaged, with many of them attracting upwards of 50 people.

80% of our business in Parnell are not retail or hospitality Paul S said, so these are an important opportunity for members to connect.

9. Other issues

– Parnell retailers - feedback

Following the distribution of correspondence in this regard to committee members, Paul S noted that while certain retailers had a negative approach, Parnell Inc. welcomed the input of more retailers and had publically asked for this in working groups – especially for Christmas. To date the décor tenants were engaged as were the galleries. Hospitality had a working group, but there were still some retailers who needed engaging. Cheryl had organised a meeting which around 12 retailers attended.



Peter reiterated that although the negative politicising was coming from one person, the key opportunity is getting together to enhance and uplift the retail profile in Parnell. He agreed with Paul's take on the situation.

There followed a general discussion which included that there was a limited role for Parnell Inc. given that retailers had to manage and promote their own businesses, and Parnell Inc. could really only support their own efforts.

There was a concern expressed that one or two retailers see Parnell Inc. as an extension of their marketing budget and they should accept responsibility for their own business. A concern is that the group we are engaging with is the limited area from the Cathedral to Heather Street. Another view is that we need to communicate that we cannot live in the past days of Parnell Mainstreet and need to honour our promises e.g CCTV/security to those who voted for the expansion. We need to look at the big picture of the entire precinct.

There was general agreement that the presentation by Cheryl to the initial meeting, contextualized the issues very well and it should be presented to other retailers. It was also noted that we can bring people to Parnell but at the end of day retailers have to have what people want, be open when we bring people to Parnell such as White Night. It was hoped that we will come out with a positive working group that Peter had offered to chair.

The challenge is to communicate to the retailers what is within our power. We have shown we can get people to Parnell (like the monkey exhibition), but the tenant mix has to be there to entice people to come back and we cannot force people to spend money at businesses they have no attraction towards.

One question raised was whether the retailers would ever be satisfied or if anything would ever be enough?

It was suggested that we do not publicise enough all the good work we are doing and the successes we have had.

There was concern that mass distribution of negative emails with piles of misinformation could ultimately backfire on all the retailers. Parnell Inc. has worked extremely hard to create a positive climate in the press, which is bringing back some high caliber tenants, and this would not happen if the opposite perception was adopted.

10. **Committee**

- Retailers Committee member replacement

Paul asked for a formal resolution that Peter Allard be invited to join us on a co-opted basis (which our constitution provides for) This would mean he would be



a non voting member for the next few months and then would offer his name for nomination pre the AGM.

Moved: Paul S Seconded: Dana

11. **Council Matters** – Christopher said he had nothing to report.

12. **Financial & Staff**

- Health & Safety

Cheryl provided an update saying that she had looked into both HRToolkit and Employensure. The cost for HRtoolkit is \$199 + GST and that Employensure is more expensive depending on how many years it is taken for, but they do offer insurance for any kind of claims you may have and are willing to offer added value to members. She asked members for their thoughts on both of these. Members unanimously felt Employensure was too expensive for Parnell Inc's needs and to go with HRToolkit.

Clare noted that since Health & Safety is so topical, it may stimulate attendance of our B2B on the subject.

- Staffing and 2016-2017 budget.

Paul V said he has looked into this with Paul S and recommends that we need extra resources to ensure the existing team do not burn out and spend 60+ hours a week, and more - especially during big campaigns.

Cheryl explained that Barbie now has a full time role and Nickala is due to come back from maternity leave in July. She is proposing that we offer the role back to her, which is 4 days a week, and she could slot back into her original role.

Paul V proposed that the next year's budget accommodate an extra staff member. Carey said Parnell Inc. is doing great work and has to be resourced properly. Paul said we will resolve the details in a separate budget meeting. Paul S asked if anyone had a problem with this – no one objected. Proposed Paul V, seconded Martyn Hamilton, all agreed

- Other

Jason asked about next printed newsletter and Cheryl said we are in process of getting next one out.

Meeting finished at 5.30pm

Next meeting 31 May