



Parnell Inc. Committee Meeting 4.00pm, 30 August 2016

MINUTES: Parnell Inc. Committee Meeting

30 August 2016

Home Ideas Centre, 165 The Strand

Welcome: Paul Spackman

Apologies: John Coutts,

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Clare Dowthwaite, Dana Johnston, Hamish Lewis, Jason Galea, John Bardebes, Martyn Hamilton, Paul Van Dorsten, Peter Allard, Ricky Reddy, Christopher Dempsey

Parnell Inc. General Manager: Cheryl Adamson; Marketing & Communications: Barbie Jones

The minutes from the July 2016 meeting were approved

Moved by: Carey Oldfield; seconded by: Ricky Reddy; all in favour.

Agenda:

1. Parnell Station Update/Cowie Street Residents Appeal

Paul Spackman discussed the latest update on the Parnell Station and Cowie Street Residents, stating that Parnell Inc's position had historically been one of community support but we did not want to be involved any further as an appellant in arbitration as this is not an issue that benefits our members. Neither had we been asked to be appellant or agreed to this. Cheryl confirmed she had no correspondence in this particular regard.

Paul suggested that we write formally to the parties to say that we do not wish to be involved at this level. Paul Van Dorsten asked for some information on what had happened to date and was informed on the various roles in the previous committee, many of whom had been extremely supportive of Parnell Inc.

Resolution: Chairman put forward a resolution that he write to the parties involved in the legal action by Cowie Street residents requesting that Parnell Inc. be withdrawn from the proceedings as an appellant.

Moved by: Jason Galea; seconded by Paul Van Dorsten; all in favour

2. AGM Preparation, 6th Oct, Home Ideas Centre, Conference Room

- Current committee status and confirmation of nominations. The Chairman asked who was not going to be standing for the 2016-2017 Committee. Hamish Lewis & Christopher Dempsey (WLB) said they will not be. Cheryl said that John Coutts has informed her that he is keen to be involved again but as non-voting member. Cheryl informed the Committee of the process for distributing AGM notices together with nomination forms. Paul Spackman then asked if there were any suggestions from the Committee for nominations. Carey Oldfield mentioned a local architect who was interested. All agreed this would be a welcome addition to the mix of skills in the committee.
- Rate in the dollar – rate modeling sheet & Budget 2017-2018
Cheryl explained that Auckland Council have provided a sheet to calculate the rate with the budget. Over the years our rate in the \$ has been decreasing, mostly because of increased developments in the area. The Council are given a budget and they work out the rate in the dollar. During any given year it can fluctuate slightly due to developments being undertaken, then coming on stream. She suggested that if we want to keep to the budget we proposed at the last AGM, then we would need to increase our fee by 8%, which would come into effect from July 2017 and not this year.

Peter Allard asked if we have comparisons with other BIDs. Cheryl responded that she did and would put this into Dropbox for all to see. She said that we are at the bottom third; Onehunga, Newmarket and several other BIDs are higher. She noted that if most of our initiatives continue much the same as the last year, then the big increase in the costs would be CCTV. If we do not increase our budget then we will have to reduce our promotional activity.

Christopher Dempsey confirmed said we are able to increase it up to 10% without a special resolution.

Peter commented that aside from the rebranding, the generic marketing for new brand would require more expenditure, so reducing the marketing budget would not be ideal.

Jason Galea, expressed concerns as a landowner about who pays for an increase as this gets passed onto tenants. He felt 8% was quite high but resolved that we do have the increased security cost in the budget with the CCTV. Paul Spackman responded that we may look at reducing the foot patrol but not until end of next year as only once the CCTV is up we can assess if we should reduce the other services. Jason felt it is better to have smaller gradual increases, but did note that this would be the third year as we had not asked for an increase in 2016/2017.

Peter Allard commented that it goes with credibility – if we are in the lower third, an increase is credible as we have delivered against what we said we would. John Bardebes suggested that we exercise and make sure we can show what we have achieved. Paul Spackman explained and the

Rate in \$ from 2013 is important to focus on and Cheryl noted that once some of the very large developments in St Georges Bay Road are complete, their contribution would have the effect of reducing the rate in the dollar.

Jason asked for clarification as to why the income increase suggested was 10% while the rate in the dollar was 8%. Cheryl said she would look into this, and also assess final figures based on CCTV proposals.

Paul Spackman asked the Committee if they needed further discussion? He noted his concern to be unable to deliver on some of our BID Expansion campaign promises if we did not raise the budget. He said the final decision did not need to be made at that meeting and further discussion could take place.

- New constitution– A new constitution template had recently been distributed via the BID team at Council. There was discussion around whether we would adopt a new constitution or not. Jason Galea and Carey Oldfield agreed to review the documentation and revert with a recommendation.
- Notice of AGM, by 15 September
Cheryl reminded the Committee that notices have to go out by 15 September. She will be posting notices on 12 September to the ratepayer list as supplied by council and will then send out an email to members on 15 September. In addition a notice had been put in the monthly printed newsletter which is dropped at every business, plus included in the monthly EDM newsletter.

She explained the recent letter from Council noting the absolute taboo of sharing the database, even within the committee. In fact that had asked that we destroy the ratepayer database after AGM notices are sent out.

- Cheryl confirmed that all signed nominations are due in by Fri Friday, 23 September.
- Main presentation points/structure of AGM meeting
Cheryl said she has completed full report and is looking at putting together a highlights page, so the presentation could be structured around 4-5 salient points.
- Annual Report, Performance Report and Financials – mid Sept deadline
Cheryl said we are to reporting our financials on the new Incorporated Societies template. This is not mandatory yet, but we have decided to do this.

3. Security feedback & CCTV

- Global
 - Meeting Ross Johnson and dedicated number
A new dedicated Global number has been set up so that all other numbers will be directed via this at Global. Martyn Hamilton explained the issues around patrols and the call centre, saying it was made very clear at a meeting with Global that this is the last chance and if any further issues arise we will cancel the contract.
- CCTV Process - feedback Martyn Hamilton
 - Martyn said he and Cheryl had met with the 2 potential CCTV providers. Both were offering different solutions at different price points. One is Wireless and the other tapping into UFB hubs at other locations. Both final proposals need amendment. The wireless proposal depended on answers from the Museum and Cheryl was meeting with the new Head of security to see what she could negotiate. Once these are received this we will need additional committee members to help make the final decision.

Jason asked if locking into a provider for the first year would mean they would be in the second year. Martyn responded yes, this was the case, which is why we needed to be sure of who we chose.

Paul Spackman raised the point about this being a robust process and the need for us to have objective criteria for the selection process to which Martyn agreed. Cheryl asked if a Subcommittee could meet and make a recommendation. John Bardebes and Carey Oldfield offered to help.

Martyn said this is something Parnell Inc have to set up initially and are structuring it in such a way that that the roll out provides opportunities for other landowners to come on board, so we don't always have keep increasing funds on CCTV to grow the coverage of the network.

4. Major Category promotions – Cheryl provided an update as follows

- Décor – Cheryl informed the Committee that décor was launched last week and went over the promotional activities to run for a whole month.
- Waiters Race/Art of Food
We have our Resource Consent granted for the Eiffel Tower to be on show in Heard Park. Barbie is now getting hospitality outlets onboard.
- Christmas – gazebo application, new thoughts



- Cheryl said she has given up on the gazebo as getting a temporary solution from Parks and the Local Board is not going to happen. A long term solution could be tabled for Heard Park site to get a full solution to enable more activation, e.g. Plunket buildings, toilets moved. She said the Local Board had indicated they would like to assist in some way.

The Chairman asked the Committee for their response. John Bardebes said he felt Cheryl's idea was a better way to go as this would be an holistic approach. Christopher Dempsey said we should work with Parnell Community as well. It will not be a sponsorship thing long term as local board will not allow this. He suggested to take a longer view and work our way to a more permanent solution.

Paul Spackman said our objective is for Heard Park to become more of a focal point for Parnell.

- Cheryl said she had given Peter some suggestions for retail involvement in lead up to Christmas. Peter still liked the concept of stimulating late trading on Thursday evenings to transition into the hospitality time, but we will need to get buy in from retailers for this to work. We would need some more activity around those late nights, e.g. buskers. Cheryl said retailers will need to commit to the proposed full 8 weeks. Peter said is meeting with Cheryl next week to finalise this. Jason commented that this is better for hospitality as well as it allows people to make a night of it - shop and then go out for dinner.
- Chinese New Year –sponsorship, gallery debate
Cheryl informed the Committee that we have been offered sponsorship of \$10,000 from Barfoot & Thompson. She explained our initial proposal to Barfoot & Thompson head office, who declined but suggested we go to the local Barfoot & Thompson. The result has been that we have sponsorship of \$5,000 from Barfoot & Thompson Parnell and then head office came up with \$5,000 from them. She said we will still offer artists 1/3 of the money raised at the auction. This had been proposed and accepted by all galleries except 1, who wanted the artists to get 50%. Barfoot & Thompson have been told they are the principal sponsor and we would only seek minor sponsors.
We have bought 40 roosters for Year of the Rooster.

5. Other PR/Marketing and website

- Verve magazine – Viva Pasture, Cuisine
The Committee were shown several glossy magazines in which Parnell features in the same month and said it was great to see this. Viva and Cuisine had covered the opening of Pasture, NZBD the Waiters Race, and décor in Denizen.



- Storbie – internet e-commerce solution that integrates into the back of our website. Cheryl had met with the suppliers and the idea had merit, but she requested that this be put back till after the AGM, as there was not time at the moment.
- Pole banners update
Cheryl explained the result of the force of BIDs working together on the changes to use of poles and said new guidelines had been tabled by AT. We are now able to have our generic banners again, we can now keep our banners up for longer and for third party advertising, QMS now need to come to BIDs first to see if they agree.
She added we will need money to spend on new banners once we have new logo.
Peter Allard asked how far out QMS need to come to us for the booking process. Cheryl replied that it is best if we know we our calendar in advance so we can respond accordingly.

6. Retailer development

- AUT feedback
Paul Spackman explained about the project AUT is going to do for retailers. Despite some issues that have arisen that may place it at risk, it is now back on track but we have expectations of getting through the first stages with Professor (who is on special leave) assisting with the data analysis. He said AUT are committed to the student, the project and us so they have agreed to continue. He explained our risk is that the student is unable to complete the first analysis of data as this involves the Professor on leave. We will do this part of the project first to try and avoid this happening.
- ATEED Business Clinics
Cheryl informed the group of the ATEED offering a business clinic in Parnell. We would advertise these to our small businesses and retailers. These are designed to be beneficial to small businesses as they can potentially apply for loan if they meet the criteria. The cost to us is room hireage only.
- Marketing Association Course for Retailers
For the next B2B, the Marketing Association are designing a course for retailers. This will be subsidised for Parnell Inc. members, at \$800/business. We will market this for them. The Marketing Association need minimum of 12 people.

7. B2B Balance of the year

- a. 15 September - Meet the WLB candidates – led by Parnell Community Committee. Cheryl said we have asked them to lead this initiative as Parnell Inc. led the mayoral candidates meeting. We will piggy-back onto their event. This is to be held at Jubilee Building. Paul Spackman said it is



more important for us to meet the new committee rather than the candidates.

- b. 20 September – Marketing Association
- c. 13 October – ANZ and economist
- d. November not organised yet

8. Reinvalidate' Parnell

Cheryl explained that Ogilvy have worked on 4 potential positionings since the last meeting. These are not necessarily tag lines but 4 ways of looking at Parnell as a summation/essence. At this meeting we are not asking for a decision but feedback. We will discuss and present this back to Ogilvy and then they will also start working on logo.

Peter and Dana presented the brand 'positioning' statement options for the Committee to comment on and comments were tabled.

Option 2 resonated more with committee members, and Cheryl said any further feedback after the meeting could be emailed to her.

Initial reactions included - reference back to CBD too much. Smile and breathe rather than breathe. Agreed there was some tweaking needed and Cheryl said she will give Ogilvy feedback on these comments.

John Bardebes left the meeting at 5.25pm
Clare Dowthwaite left the meeting shortly after

9. Council Matters- Christopher Dempsey

Nothing to report, other than elections.

10. Financial & Staff/Housekeeping

- Cheryl explained to the Committee the added value calculation for the whole year is \$257,196. Some of it is money that has been contributed by members but most of it is not. So this amount reflects the value the office staff have sourced/acquired/negotiated. And to achieve the same results without these efforts a further \$257K would have needed to be spent on the budget.
- Health & Safety update – Ricky/Barbie
 - First Aid courses completed on Monday 29 August by Cheryl and Barbie
 - City Construction sent a letter and a fire consultant. We are awaiting feedback on this.
 - Discussion on risks for Waiters Race. Ricky and Barbie are to meet and draw up a list of risks for each activity/location. We have St Johns Ambulance service and two first aiders in attendance on the day.

Meeting closed at 5.45pm

Next meeting 27th Sept