



MINUTES: Parnell Inc. Committee Meeting

25 August 2015

Jubilee Building, 545 Parnell Road

Welcome: Paul Spackman

Apologies: Rebecca Foley, Jason Galea

Attendees: Paul Spackman (Chair), Committee Members: John Bardebes, Rebecca Foley, Dana Johnston, Hamish Lewis, Kelvin Ricketts

Parnell Inc. General Manager: Cheryl Adamson, **Office Manager:** Barbie Jones

The minutes from the July 2015 meeting were approved.

Moved by Dana Johnston, seconded by John Bardebes, all agreed.

1. Budget 2015-2016

- Paul provided feedback on discussions and work that he and Cheryl had done since last meeting, taking into account committee response to draft budget at previous meeting. Specifically concerns around committing money to areas that we weren't too sure about and he stated that there was a lot on the agenda that we were trying to achieve and we should stand back and look at what needs to be achieved and what will just need to be started in the planning phases.
He explained that the budget has been adapted with this in mind. As a result we have \$102,000 'discretionary' spend, in that while it's allocated to specific areas of the budget it is not actually committed. This would be available to be re-allocated if needed and will not be spent without further committee approval.

The question was asked if all the money had to be spent as that was the impression from previous years. Cheryl responded that the council do not like us to accumulate large sums of money, they would prefer it to be spent, but if it is earmarked for a project that rolls over into the next year, that is acceptable.

Paul said we may look at bringing in additional resources (some part time people) along the way, and that is something we can look at as we go along as the programmes require. Kelvin commented that we should be looking at a regular part timer. Paul responded that this is more in the longer term budget than the shorter term budget, but it is saying that if we need further resources then let's not shy away from it.

Budget is all allocated but we now have some we can play around with as discretionary. Some items were highlighted as follows

- Advocacy and Representation – funds budgeted and would be used as required.

- Category promos and events – Chinese Zodiac promotion. Cheryl reported that the marketing side had been allocated in the budget, but we still need 'seed' funding for this. Kelvin has been assisting with some Chinese export companies and the ANZ Manager is keen to put it across to them as well.
- Generic marketing – most discretionary funds are for allocations for reprinting collateral once the brand repositioning is complete.
- PR – discretionary adhoc allocation for traditional PR – may carry over to year 2.
- Tourism – discretionary for possibly web or an app
- Public/community project – some funds put towards area plan/visual depiction

Comments: Martyn said it looked good. There was no further discussion.

- CRM feedback and quotes explained by Cheryl

Cheryl said that SUGAR CRM was the preferred CRM system and explained that we were having to go up to \$15k, as she had not realised quotes were in US dollars, so it is more expensive. She had spoken to Craig Meek at SuiteBox as agreed (who works with Sugar but only video) and the Newmarket Business Association to get their feedback on SUGAR CRM. We will be signing for two years and there is an annual licence fee. Hamish asked if this was an expensive licence fee? Cheryl said that, as we are a not for profit, we have been given a 10% discount. \$7,000 would be an ongoing commitment. Paul said that in terms of delivering what we require then it is not a lot. Cheryl explained that a CRM system is crucial to what we need. Other BIDs use them successfully. Our database becomes a marketable asset. Paul reminded members that our focus is our members and we need to communicate with them efficiently and effectively. It is money well spent.

- Graffiti feedback & Newmarket – discussion

Cheryl quoted from the Auckland Council website regarding removal of graffiti, apropos John's comment last meeting. Up until last weekend we didn't really have a problem. *"This service is only available to small business properties that have tagging on a wall, fence, structure or garage door which is adjacent to the road. **If the graffiti is offensive (racist terms, foul or obscene language, offensive symbols) or you want it removed within 24 hours, call us on 09 301 0101. Otherwise fill in the form below. We will respond to you directly within three working days.**"*

Cheryl mentioned that there had been a very active tagger the previous weekend so we cannot ignore it now. Newmarket pay a \$5,700/month retainer to graffiti company. She asked what we want to do. Martyn said the Council will remove graffiti but it is mickey mouse as it depends on what resources they have eg. it may not be the same the paint colour. Martyn explained about taggers having their own signature. He asked if Global are seeing all this graffiti. Cheryl said that she had called and they admitted they were not in area to see this. Paul asked John and Martyn if they had agreement with a graffiti company to remove graffiti. Martyn said he got their own people to paint it out rather than the Council. Paul said he has a retainer on some of his clients buildings. John said the Council had been marvellous for him and sometimes painted out graffiti without even him having to ask. Martyn said you fill out form and they paint it out in day or so. His concern is that the security people are not picking this up when in the area, or reporting it, which is what they should be doing. Paul said we need to monitor security company as we operate a service to our members and they pay for it. Paul suggested the first step was to get Global on track to monitor this. Cheryl would investigate the council and other options.

All discussion finished.

Paul asked if we could pass a resolution to approve all the items in the budget excluding discretionary spend for this year. To note that we need try and get seed funding for Chinese Zodiac, not to proceed at this stage without further discussion

Moved: Paul Spackman

Seconded: Martyn Hamilton

All in favour, resolution passed.

- Status of Parnell Inc. Repositioning – Paul provided feedback since the last meeting.

Paul said that following discussions with Cheryl they came to the conclusion that we need to bring someone in to facilitate it and help work with Cheryl to do this. For repositioning and rebranding we need to get engagement with stakeholders, but we all need to agree the process in the committee first. He was not sure we have agreement around the table as to what the process should be. He said he has invited someone who has experience in destination branding all around the world (city, country, product).

He said the first step in the process is that Sue Warren and Cheryl will put a proposal together for the committee to agree on, in terms of the process we should go through. He felt Sue was very capable of doing the facilitation and engagement process. Paul proposed that Cheryl and Sue would present on Thursday 17 September meeting. If committee agree to this then it will be put out to stakeholders.

He mentioned that he and Cheryl had also met with Cornwall Strategic who are local Parnell people, but they felt Cornwall were more corporate strategic guys rather than place or destination experts.

Kelvin asked if the final design entity would be put out to tender with the advertising agencies. Paul explained that Sue Warrens quote for facilitation etc. had come in at the budgeted price and that we had allocated \$10,000 to the identity costs – knowing this was very little, so perhaps an idea was to make a competition out of the last part?

Dana asked if the companies had to be from Parnell? Cheryl responded that we have to ask them first. Various discussions followed and Paul said we did not need to make a final decision on this part right now. Cheryl said that what is important before that was agreement on the vision, the values, what are our aspirations, how we see this growing to build the brand. Need agreement on these then move on to symbols.

John asked if we had any ideas what it could be? Paul said there are no preconceived ideas as to what it will be or look like or where it will come from.

Paul asked who was available on the 17th. It was agreed the 16th September may be preferable.

AGM Requirements

- Committee Nominations & Chair
 - Committee to sign all nomination forms and code of conduct today
 - Current committee – 7 (allowed 11 voting members and 2 non-voting)
 - New Nominees
 - Paul Van Dorsten – Haworth by Europlan
 - Mary Gordon – Horizon Radiology
 - Carey Oldfield - to confirm
 - Jeanette Paine (Auckland Museum) - non voting
 - Zenith Interiors are interested.

Cheryl will ask in AGM invite to have nominations back by Friday 18th September in case of any extras. It was agreed that Cheryl must have nomination forms back not less than 7 days before the AGM meeting. Cheryl is asking for 14 days in case discussions are needed.

The meeting agreed that arrival time be 5.15pm for 5.45pm start time. It was agreed that the start time would be 5.15pm for a 5.45pm start (allowing time to ensure a quorum time is met). Hopefully people would get to Jubilee before the worst traffic.

- Format
 - Arrival tea/coffee

- Welcome - Paul
- Attendance & Apologies/Minutes Previous meeting
- Chairman's Report
- Report of the GM/Indicative budget and business plan
- Financial Report – Chris Lynch
- Election Executive Board Committee – Cheryl
- Election of Officers – Cheryl
- Appointment Auditor
- Formal thank you to Sponsors
- Auckland Council ?
- General Business
- Drinks and snacks

Paul stated his position is that he intends to stay on next year.

Cheryl said that when we send out the AGM invite we may get more nominations than required to fill vacancies. She explained the constitution requirements. Paul responded that if we have more nominations than we need, we will have a ballot. The Museum nomination would be a non-voting member since the Museum is not in our boundary and therefore not a member.

Paul explained that procedure would be standard – card with nominations on and people vote on this. A scrutineer would be appointed to do this (most likely the auditor). All voting cards would be destroyed after this.

2. **Category Promotions** – Cheryl provided an update on promotions

- Décor Feedback
This is going very well, and breaks on 7 September. Cheryl is very pleased with the Denizen spreads. Hamish has seen them and agreed. All website elements will be completed in the next few days and newsletters.
- Artweek – Saturday 10 October is Parnell Artweek Day. We have the same Chinese artist we had at Whitenight coming to paint and he and will use the glass façade of 195.
- Rose Festival and Market Day
The Shuttle Bus idea has now been shelved as the Rose Festival has been moved to Sunday and retail are not open in Parnell.
- Market Day – We have had few responses to date. We hope to walk away from it next year. We don't have budget allocated for it.
- Christmas
 - Banners - feedback provided by Paul
Paul showed the two options. Dana asked if they would do anything at night. Cheryl said she enquired about this but no one offers a sparkly substrate in NZ. Cheryl has asked for quotes from Flagmakers and Network visuals (who have given a quote, but there are questions about who owns the poles). She explained that we are only allowed shorter banners – one size fits all for Auckland. John asked to view other banners from Sydney, as we need colour and punch. Martyn, John, Kelvin said they did not like words on the banners. Cheryl showed the tree option without wording. Kelvin asked when do they go up, to which Cheryl replied mid-Nov to mid-Jan. It was agreed by all to go with tree one.
 - Fairy lighting in trees - feedback response from John for lights in trees in York Street. He said the trees will be going soon due to construction, so would evaluate if it was worth the cost and how much could be reused. Cheryl said she would get breakdown of costs and revert.



Cheryl has no definitive answer to final budget spend as yet as she has not seen anyone from Carlaw Park area, Outdoor Concepts and Saatchi tree (although they seemed keen). Martyn said lights outside Outdoor Concepts would be a waste as no one goes there at night. Dana suggested dedicating an artist to a tree and they get the lights – this could spread lights around area and they would need to look good. Would make it more voyeuristic than Franklin Road.

Paul said while this is a great idea, there are health and safety issues now if going over 1 metre in height. Dana agreed that this could be a long-term thing.

- **Chinese Zodiac**

Paul said that this could be something we could have that involves the whole of Parnell. He is keen to see a signature event like this develop. He gave example the of Havelock North where the street closes and retailers have a big market day and bring things out onto the street. Dana asked if closing off the street was possible. Cheryl said that AT would charge around \$60k to close road, according to her information.

Kelvin felt that the Chinese Zodiac has big merits as we could link into the Lantern Festival in the Domain. Cheryl said we would need seed funding. Kelvin said we should consider funding it ourselves. Cheryl will do a detailed budget for this. We could get the galleries to sponsor a sculpture and get everyone involved. Hamish asked if the sculptures would be down the road. Cheryl replied yes. The artists given a mold and they paint it. Each year there would be a different animal. Other businesses could link in with this.

3. **Security feedback/discuss actions graffiti**

Cheryl reported that she had her first meeting with Global yesterday. They are to be held the second Wednesday of every month. She said she would appreciate if Martyn and Callum could come to these. She provided feedback that the text alert is not up and going yet. She was disturbed to hear that Global Security have not got a system to tag where they are, at what time and where, in terms of the night patrols. Cheryl is going to follow up this with Global as they must have GPS in operation.

4. **Reporting**

- Cheryl noted that she is using the 5 strategic pillars to create consistency between all reporting & budgets. Cheryl said she is going to realign the budget and annual report, and monthly report into the same format so we can all correlate certain sections of the report with the budget.

Paul wants to set up remuneration committee and suggested John, Jason and himself, to set Cheryl's KPIs. John said he is going to be away for some weeks. Martyn volunteered to do this. Paul moved a resolution, appointing Jason and Martyn to the remuneration subcommittee to decide Cheryl's KPIs for this coming year. Kelvin offered to send an excel spreadsheet to help with this.

Moved: Paul Spackman

Seconded: John Bardebes

5. **Council Matters**

Next meeting 29th Sept
AGM 1st October, 5.15pm for 5.45pm

Closed at 5.30pm