



Parnell Inc. Committee Meeting 4.00pm, 25 October 2016

MINUTES: Parnell Inc. Committee Meeting

25 October 2016

Home Ideas Centre, 165 The Strand

Welcome: Paul Spackman

Apologies: Clare Douthwaite (explanation in minutes), Ken Crosson

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Dana Johnston, Jason Galea, Jeff McCarthy, John Bardebbs, John Coutts, Paul Van Dorsten,

Absent: Martyn Hamilton, Peter Allard, Ricky Reddy

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

1. Welcome – Paul Spackman

Welcomed Jeff McCarthy from Go Mobile to the committee.

The minutes from the September 2016 meeting were approved.

Moved by: Paul Van Dorsten; seconded by: Carey Oldfield; All in favour.

2. Post AGM follow up

The General Manager provided an update, including:

- Publishing the list of committee members to all members and update on website/newsletter. Cheryl said this almost complete but she is waiting for final details from new committee members.
- Induction new committee members – Cheryl informed the committee that this has begun but is still incomplete. Paul Spackman and Cheryl have met with Jeff McCarthy and are yet to meet with Ken Crosson, who is away at present.
- Board Charter to review. Paul Spackman said he has given this to Carey and Jason to get their views on it. Cheryl stated that this is a new requirement for all committee members to sign. She will circulate it to Carey and Jason to review and comment The Chairman said there are a few things we will need to change.
- Cheryl said she has completed uploading the Financials onto the Incorporated Society website.
- Cheryl said that the draft Minutes AGM are to be sent to the BID team within 30 days and she will have it there this week.
- Cheryl confirmed that the budget agreed at the AGM is with the BID team.
- Cheryl said the Annual Accountability Agreement, that has to be signed and sent to the BID team, will happen once the Chairman has signed this, after all Committee members have signed the Charter.

- Cheryl said the newly signed BID Programme agreement has been sent to the BID team.
- Meeting with Waitemata Local Board set for Tuesday 8 November.
- Clare Dowthwaite, attendance at Committee meetings - Cheryl informed Committee members that Clare felt she did not contribute that much to meetings but still wanted to be involved to maintain links between the Museum and Parnell Inc. She had suggested that a more productive option may be to meet with Cheryl and Barbie once a month to discuss marketing and how PBA could link in with the Museum. Cheryl said this would still be valuable and she will report on these meetings on a monthly basis.
- New Constitution – Cheryl raised the issue about changing the new suggested constitution template. Carey said that because it has had a lot of rewriting done in it, compared to the previous Constitution, we need to check the new one against the previous one but with a legal person. He mentioned that Grant Hewison's offer of assistance is advisable and he felt we should get a quote from him. He and Jason would be happy to sit with him to do this. Jason asked what additional work in terms of compliance as well as new legal requirements Grant could assist with? Paul Van Dorsten said the new Charter and Constitution need to be looked at together as the two are interlinked.

Cheryl stated that we can have our own constitution, as long as it's not in conflict with BID policy. Paul Van Dorsten asked Cheryl if Newmarket had looked at the Charter and Constitution, to which she replied that they had received it too late and haven't looked into this. She will ask Heart of City, as we could have common ground.

Cheryl said she would ask Grant Hewison for a quote and circulate this to committee members.

3. Council and Policy

Cheryl informed the Committee that she does not know who will be our WLB representative on the Committee as she has not heard yet.

- Cheryl said that she will draft letters to Phil Goff & Mike Lee to say we would like to meet to with them as an introduction.
- Inauguration Waitemata Local Board and meeting 8th Nov – Cheryl noted she would be attending but had received a few confusing emails, so was going to make certain of arrangements.
- Parnell Station – Cheryl said was going to a meeting with Mike Lee and the Parnell Heritage early that evening, to discuss the potential that the old Parnell station building could become a facility for Parnell Heritage. She would follow up with further information after the meeting.

4. CCTV tenders

- Cheryl said that following a meeting with CSLI regarding costs for their tender, they have agreed to revert by end of this week. They will give us 2 options, one net without any interest. Paul Spackman said we need to make the decision at the

next meeting. Cheryl agreed to circulate as soon as she gets this feedback from CSLI.

- Drafting MOU agreements for Museum. Cheryl said she is meeting with the head of security on Thursday to go over a MOU. We will then need to get out to a landowner down in St Georges Bay Road gully. She asked for suggestions as to who we could contact, the options being the Axis Building and the Textile Building. The Committee suggested she approach whichever one is the preferred site from CSLI. She said Martyn was going to approach Miles Nathan for 60 and 347 Parnell Road.

5. Brand Repositioning

Cheryl said that adaptation to collateral was going on at the moment. She would circulate the banner design via email as it was not yet ready. For production deadlines that accommodated the public reveal on 23 November, the cost of 44 generic banners at \$11,106 needed urgent approval from the committee. This would come out of generic discretionary funds, with the cost of Christmas banners coming from the Christmas budget. The \$11,106 includes installation.

Cheryl mentioned our obligation to City Construction to have one of the banners advertising the proposed Christmas Fair on 3 December while the other was generic with the new brand. The committee decided the preference was for the banners to go up after the 23rd November and not before, thus making a banner for the Christmas fair uneconomical for just one week. Paul suggested we evaluate the equivalent contribution to City Construction and present a generic Christmas /Summer banner we can use over the whole festive period.

The Chairman put forward a resolution that we approve the cost of \$11,106 for generic street pole banners.

Proposed by: Dana Johnston; Seconded by: John Bardebes; All in favour

- Cheryl said that the website changes would occur by 23rd Nov. This will not be a total new website but a refresh of font and some of the visual contents. Ogilvy have given us the photography they have taken. There would be minor changes and Parnell Inc. will be removed.
- Cheryl asked about the rebranding in relation to the deck chairs in Heard Park and what the committee wanted to do with these in the rebrand roll out. Following discussion it was agreed that everything has to have the new brand on it. Cheryl said she will get a quote for new canvas, but we have no budget set aside for this.

This will be discussed at the next meeting. Paul Spackman said he will circulate a proposal if Cheryl gets this to him.

Paul then said that the only other thing of note is the window stickers in shops.

6. Major Category promotions

Cheryl provided an update on the major category promotions.

- Décor campaign had finished and was won by an excited new first homeowner.
- Waiters' Race/Art of Food Cheryl said was a good event. Paul Spackman thanked Cheryl and Barbie for the event organisation. He acknowledged the huge amount of work that went into it and said the organisational side of it was a brilliant job. He said it was a great day, we got good celebs there, it was on Seven Sharp and a 'photo of the week' was in the Herald in the weekend. There were also a few lessons to come out of it for next year and we achieved a giant step forward in terms of getting it established. He added, that not being a Parnell winner meant it spread it around Auckland.

Dana said he was surprised at the restaurants who were represented and that Tony Astle was a great hit. He suggested we could build it up with more entertainment next year and maybe the winner gets to compete in Parisian one.

Cheryl said we were a bit low on spectators and this could have been because our marketing messages were more into targeting a similar audience to the waiters rather than targeting the typical Parnell support audience. All agreed we need more spectator value. She said we had already had a debrief with Renault within 2 days of the event and they are keen to be involved again. Cheryl said she was not recommending two venues again and maybe we could do something with the French market and have food as we would have more time to get permits.

- Thursday late trading – Cheryl said that given the poor response to this from retailers, we would be not advertising this but will still put on the music to add ambience to the late night trading. This will start in mid November. We have not got a permit as the music will be on private property.
 - 3rd December Market Day – Peter was not at the meeting to provide an update. Cheryl said we are trying to give support to getting a permit for the day. She said that she thinks we will not have a high response from retailers re market activation, but Peter is handling this. City Construction have agreed to pay from Antoine's down to NSP and we are to pay for activating from NSP down.
- Chinese New Year – Cheryl provided an update on roosters. She said they have arrived today, although we have one already painted. Mossgreen-Webb's are onboard again to host the auction. She informed the committee that we have met with them and they will have their CEO come over from Melbourne to conduct the auction, which will take place on Thursday 16 February. John Bardebés suggested contacting Cathy Pacific as they have some new planes etc as they maybe keen to work with us during Chinese New Year celebration. Cheryl said we met with ATEED today. Paul van Dorsten enquired if Barfoots as principal sponsor had wanted to provide an auctioneer. Cheryl said they did not.
- White Night – Cheryl said we had our first meeting today with the Curator to discuss plans and get them underway.

7. Retailer development/new tenancies

- AUT feedback – Cheryl explained for new member Jeff McCarthy's benefit, the AUT project. She said she had met with them a week ago. The camera used in research showed how dark many of the retail windows are. She explained how

the person has a wrist monitor with camera on their head, with the idea that the findings are very much like a heat map of the street. It will show areas of great and no interest and give us the ability to then go to landowners to talk to them about the research findings. AUT she said have also interviewed 5-6 retailers. They expect to present this in a report format.

Cheryl said that findings will show how the streetscape itself reads, as this is a challenge. We can then take this to the Council to ask for support on certain aspects. AUT are scheduled to report to us by the first week of December. Paul Spackman said he hopes they are straight-forward in their reporting and don't spare emotions.

- Azon restaurant– Cheryl said they are expected to be open mid-November.
- The Rise – a café refit is going on at the moment and expects to open Feb/March 2017. The back premises are not signed yet but the leasing agent says she is close to a restaurant signing. The leasing agent seems very positive, she informed the committee.
- 195 Parnell Road– Cheryl said she has noticed the leasing signs have gone back up again and assumes that the recent deal has fallen through.

8. B2B Balance of the year

- November Ogilvy 23rd Nov. Paul Spackman asked for all Committee members to be there. Ogilvy will do the presentation on the rebranding.

9. Council Matters

Cheryl said the new WLB representative is yet to be appointed and confirmed. Paul Spackman said we want help this year from them for the precinct plan.

10. Financial & Staff/Housekeeping

- Nothing in particular to report

Paul van Dorsten said he noted from the monthly report that the office staff are really extended. We are doing so much and there are health and safety issues in terms of stress levels with the workload. He said he wants to challenge the committee – are we doing too much rather than focusing on fewer things? He added that we cannot have burnout and asked, for instance, how important is White Night and what resources does it take up. Other ones during the year – are they effective – do we focus on them? Are we prioritising things and what should be our key events?

John Coutts asked if there are some things we can delegate out. Cheryl said things like CCTV and branding have been additional to our normal events/promotions this year. There are also questions around the degree of involvement and budget spend for Christmas as the tenant mix does not support a typical Christmas shopping destination. Key signature promotions that Parnell could own and build upon are Chinese New Year, hospitality and décor.



The Chairman said we need to look at Cheryl's KPIs to sort out the priorities. He said he is conscious of the overall vision of where we want to see Parnell – the precinct plan and what do we do in terms of the longer term objectives.

Dana said the rebrand is the perfect time to do a refresh of what we do. We need to use our resources wisely. Paul Spackman said there are two iconic things we now 'own' – Chinese New Year and the Waiters' Race. We do well with our Décor promotion so don't want to throw these away. Artweek & White Night are Auckland wide events but support the galleries. He said we already have a platform to represent each of the main categories – décor, hospo and art and we do this well.

He added that he had been keen to make something happen for the retailers in Parnell Road and we have spent a lot of time in the past year engaging with them. However, there are limits to how far we are able assist them as a group or individually.

Paul Van Dorsten said he knew that digital marketing takes time and asked if this could be done by someone else?

John Bardebes asked if Cheryl could come to the next meeting with a list prioritising events/promotions as this also helps with budget matters.

Jason asked if we were doing anything for the tennis in January. Cheryl said we binned this previously because hospitality outlets tended to be closed at this time. Dana said he benefits from it hugely as people walk up to 46&York. We could discuss this after this upcoming one. Paul Spackman said we have had this discussion with Oh Calcutta and several other restaurants, but many of them closed over this period. Dana said he would close at that time of year if it wasn't for the tennis, but it brings him tremendous business.

No other business - meeting closed at 5.12pm.

Final meeting 2016 29th Nov, venue to be advised