



Parnell Inc. Committee Meeting 4.00pm, 26 July 2016

MINUTES: Parnell Inc. Committee Meeting

26 July 2016

Ogilvy's, 22 Stanley Street

AGENDA

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Christopher Dempsey, Dana Johnston, Hamish Lewis, Martyn Hamilton, Peter Allard, Ricky Reddy.

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

Ogilvy's: Nathan Chambers, Ben Fielding, Pink Kitsawat, Danny Carlson

The meeting commenced with a presentation from Ogilvy's.

Following meetings and initial presentations with the delegated sub committee, the team from Ogilvy's presented their thoughts on the repositioning of Parnell thus far. They presented what they saw as the 'territories' Parnell could own as distinctive to their competitors. Paul asked the board for comments. Feedback from the board was very positive in terms of the general direction they had taken and all felt this was supportive of Parnell both now and into the future. Paul mentioned that the history of Parnell should be taken back to way earlier than the colonial times and should be more inclusive. Carey asked if they could evaluate the use of the word Innovation.

Paul asked for clarification of next steps and Pink responded saying if there was general consensus that the direction was right, this would now be briefed into design and copywriting to get the messaging style drafted, following which would be the development of the logo. Paul confirmed with Pink that they were on board with the timing leading up to the AGM.

The team from Ogilvy's left the meeting and further discussion took place. Cheryl was tasked with reverting to the Ogilvy team that we approved the direction of the territories and were all very happy with that, but that we needed to be clear that the wording of the positioning they had recommended was for internal use only and would not be the consumer facing copy. It was agreed we should ask them for a few alternatives on the wording of the positioning as presented. Timing was also discussed relative to the AGM as an ideal time to launch the new brand. Ricky asked how we plan to do this and Cheryl said this needed discussion.

Paul Spackman then commenced the balance of the meeting

Apologies: Clare Dowthwaite, Jason Galea, John Coutts, John Bardebes, Paul Van

Dorsten

The minutes from the June 2016 meeting were approved

Moved by: Carey Oldfield; seconded by: Martyn Hamilton; all in favour.

1. **Security feedback & CCTV**

- Cheryl gave an update on the contract with Global. She noted that a meeting had been set for the 29th with the Director of Global to discuss our dissatisfaction with their handling of a 24/7 response matter. She mentioned that the new patrol lady Karina was being very pro active and was doing a great job, taking on extra responsibility for some graffiti reporting as well as other items.
- Crime stats – Cheryl mentioned that the Crime stats for the full year since the security contract began were very good and this would be tabled in the next EDM/Newsletter.
- Martyn and Cheryl both reported on the progress of the CCTV RFT. Two proposals had been received but were difficult to compare as they had presented slightly different options and had quoted differently. Further work would need to be done on this before it could be presented to the committee. It was agreed that we need to meet the companies involved, whether this was at the next committee meeting or a separate meeting organized for this purpose.
- Paul tabled that we need to discuss an objective set of criteria for selecting the supplier as this would not be based on price alone. Martyn and Cheryl would revert on this.

2. **Major Category promotions**

- Décor – Cheryl reported that this promotion was on track and Denizen would be published end August.
- Waiters Race/Art of Food – Cheryl noted that her biggest challenge with this at the moment was getting a permit for the Renault Eiffel Tower. Onerous documentation had already been given to Auckland Council and the Temporary Building Permit had been approved, but we were now being required to get Resource Consent. Hamish Firth from Mt Hobson Group had agreed to assist with this at the most cost effective price they could manage.
- Christmas gazebo application - Cheryl reported that the Waitemata Local Board had minuted their support for the concept. She had met with an advisor from Parks as requested, plus a representative from ATEED. She now needed approval from Parks in terms of style and access to power, then we would probably need Resource Consent. All of this was concerning given the fact that the gazebo builder needed an order in the next week or so to meet the deadlines. Paul asked if the cost was included in the Christmas budget approved last month and Cheryl replied that it was. Paul suggested that we give the order to have the gazebo built as even if it was not installed by end Oct, it is something we want long term.

- It was agreed we pass a resolution to give the order to build the gazebo at the quoted price of \$9,694 inc GST, but only once we had the approval of parks that they were happy with the style of the structure.
Moved Paul Spackman, Seconded by Martyn Hamilton, all in favour.

Paul also asked Peter how things were progressing with Kevin and the proposed Christmas event. Peter responded that Kevin was on board pending further details.

- Chinese New Year – Cheryl reported that the Roosters had been ordered. They had been sourced at a really good price. She also reported that she had met with Barfoot & Thompson in Parnell even though Barfoot head office had declined the sponsorship. She was awaiting feedback but noted she was aware she needs to get more sponsorship proposals out. Dana asked if we were just going to repeat the exercise from last year and if we were planning to upscale it. Paul responded that we were going to take some of the learnings from this year and apply them, one of them being we were not going to wait so long to do the auction. Paul said Cheryl still needed to table the full programme. Paul asked Cheryl if she would circulate the photo of the rooster to all.
3. **Parking Management Survey** – Cheryl explained that the hard copy version of the business questionnaire would finally be available from AT this week. She said she would be doing a mass email and Karina from security would be handing out hard copies, but asked if she could please have the assistance of the committee in getting people to complete either online or hard copy versions as we only had a 2 week response time to get them submitted. She explained this was the opportunity for individual businesses to put in their concerns. Ricky asked if they could table their specific issue with trucks and parking outside premises and Cheryl said this is exactly what that was for.
 4. **Mayoral Candidates, 28th July** – Cheryl reported that we had 80 RSVP's which was a very good response indeed. She thanked the committee for agreeing to assist as per an earlier email. Christopher said there may be press there as Parnell was one of the first BIDS to host a session after the final candidates had been tabled. (There had been earlier sessions but this was pre confirmation)
 5. **AGM Preparation, 6th Oct, Home Ideas Centre, Conference Room**
 - Paul asked the committee to please decide who wanted to stand again as we need to know this by next meeting the latest. Cheryl also asked if we could have advance warning of who may be away for the AGM.
 - There was discussion around the ideal balance of the committee members so that it fairly represented the membership profile, both geographically and per industry/type of member. Ricky said he thought it would be good to get an architect on the committee and all agreed this was a good suggestion as there were many architects in Parnell. All committee members were tasked with coming back with suggestions.



- Cheryl said the Notice of AGM needs to go out latest 15th Sept, and would be posted to landowners on Monday 12th. We would ask for nominations in by Fri 23rd Sept. Should we be oversubscribed we would need to decide the exact process of voting at the AGM.
 - Cheryl reported that there was a slight change in the new BID policy necessitating a special resolution for an increase rate in the dollar by 10% or over. She needed to review the budget for 2017/2018 in this regard.
 - Cheryl tabled the presentation format for discussion. Paul noted he usually does an intro and Cheryl presents a more detailed presentation. For this AGM we need to discuss how we present the brand repositioning.
 - Cheryl noted she would soon be starting the Annual Report, (Performance Report) and Financials were scheduled for completion mid Sept.
 - Cheryl noted she was still waiting for feedback from the rates department on over or under collection as well as the rate modeling spreadsheet.
6. **Council Matters.** Christopher said they had received a complaint about the 703 not going along Quay Street. Cheryl also mentioned that she had notice of an additional bus stop outside no 77 The Strand.
7. **Financial & Staff/Housekeeping**
- Cheryl noted that in searching for the Lease with City Construction, it was revealed that we had a 'License to Occupy', not a lease, but we did have a potential exit point in July 2017 with a 3 month notice period. It was agreed we should consider other alternatives as the office was now too small for our needs. In addition we had no insured storage.
 - Health & Safety update
 - Cheryl noted that her and Barbie had booked First Aid courses for the 29th Aug
 - City Construction had not responded to the second email requesting information around a Fire Evacuation Plan. Peter asked if there were smoke alarms. Christopher suggested the Parnell Inc. office have their own plan in the absence of one for the complex.

Next meeting 30th Aug

Meeting finished at 6pm