



## **Parnell Inc. Committee Meeting 4.00pm, 28 June 2016**

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### **MINUTES: Parnell Inc. Committee Meeting**

28 June 2016

Home Ideas Centre, 165 The Strand

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Welcome: Paul Spackman

Apologies: Clare Dowthwaite

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

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

The minutes from the May 2016 meeting were approved

Moved by: Paul Van Dorsten; seconded by: Martyn Hamilton; all in favour.

Agenda:

#### **1. Security feedback & CCTV**

- Global

Cheryl recapped on-foot patrol roles and interaction. Karina has replaced Raimond as the new Global security foot patrol person and is in Parnell 4 days of the 5 day patrol. She highlighted they provide face to face introductions, visit people post an incident, take graffiti letters around to ask for signatures to report, hand out Storewatch and she is hoping that they will assist in handing out the parking survey. She feels we should review this in time, but potentially the best time would be once the CCTV is in place. We are seeing improvement in our crime stats and it would not be desirable to upset the reasons it is working. Certain members have questioned as to why the on foot patrol was not at night, but Cheryl explained that even if they were, there is no way they do the entire area as it was far too large. Christopher asked if it had been tried at weekends and Cheryl responded that it had not, but there were extra mobile patrols on the weekend, especially in the afternoons. Paul S asked when the crime mostly happens. Dana relayed an incident regarding car theft that had occurred at 1.30pm that day. Cheryl responded that the crime happens at all time of the day and night. Paul V asked if there was a reason we should change and when we need to review it do we have a contract. Cheryl said we had completed our first year and it was now a 3 monthly renewal contract.

- CCTV Progress

Martyn provided feedback on the meeting he had today with Cheryl and Chris Bain from Securogroup. He explained they have convergence software to integrate real time our cameras, plus AT cameras and the Police, via a dual feed that would go to Police and could be monitored if an incident occurred. Securogroup have worked with several other Business Associations and seem to have invaluable connections at AT and Council. Being a live system it does not record and therefore is not in conflict with anything we have commissioned on the RFT to date, but would be a great value add to offer to potential participating landowners and the monthly costs are minimal. Both AT and the Police are keen to have as many cameras around as possible, so it fulfill those objectives.

Cheryl explained that the RFT's are delayed as some of suppliers anticipate problems with the Museum because of wifi issues. There is an extension until 12 July.

## 2. Major Category promotions

Cheryl presented an update on promotions and events to the Committee, going over the calendar of events through to March next year

- **Décor** – She said Barbie has met the budget for getting 30 plus products onboard. She also explained that we had met with the Design Institute of NZ and are waiting their response regarding an Industry Design Day. She said they are keen but it would not sync with the current décor promotion for September.
- **Waiters Race/Art of Food** - Hospitality promotion for the week to include Art week and Waiters' Race - 10-16 October. Restaurants and other foodie places (e.g. cooking schools) are being canvassed to see what they can do that week for us to promote them under the theme The Art of Food. Galleries have been encouraged to connect with the theme for Artweek Day on 15 October. Cheryl gave an update on sponsorship for The Waiters' Race. ResDiary are sponsoring \$5000 and Southern Hospitality had declined cash sponsorship but are giving us items to value of \$3500. She added out that sponsorship will enable us to get into media. Barbie explained about the Eiffel Tower that Renault have offered to put up in Heard Park and said she thought this would be a great attraction and was trying to secure permits to this effect.
- **Christmas**  
Cheryl said there has been a lot of support for the Christmas in July concept from the Retail Working Group, but this was for 2017. She touched on several other thoughts that the Retail Working Group (RWG) had brought to the table.



They want more '**lights**' in Parnell, as it is perceived to be very dark. Cheryl said she spent an evening in Parnell and agreed, with several contributing factors including construction sites, under lit premises, fairy lights not on and tree lights not on. She expressed concern that a lot of the tree lights were not working and explained to the committee that this was not always in our control as often the light sources were in other premises. She said she would need to be more vigilant with the supplier.

Additional strings of fairy light strings were tabled by the RWG as desirable. She reported that a subsidy had been offered in 2 Christmas periods but in her evening inspection, so many of them were off, half working, falling down etc. Dana said he felt they look very 'Christmassy' and not all businesses liked that all year round. Cheryl said we can get a bulk price on the light strings and suggested we approach this with landowners instead of retailers who could deal directly with Tony at Deco Lighting. This way it leaves the decision with the owner of the property to make the decision and the installation could include a light sensor which would make sure they were left on.

Paul S, said he understood the seasonal comments, but the time we needed more light was in the winter months. John B suggested up lights on a timer, adding that it is about taking pride in your own property. Cheryl also tabled that Tony was keen to table a proposal on lights outlining historical buildings. Paul V also asked if we knew when AT were going to upgrade our lights to LED. Christopher said he would find out and revert.

Jason arrived 4.27pm

**Lighting for trees**, Cheryl noted that within the Christmas budget we can afford to do 2 new trees and her and Peter had earmarked the tall one outside 202 Parnell Rd and the other large one outside the apartment block. She would need to gain permission from the council arborist to proceed.

**Beautification** outside premises was high on the RWG agenda and there had been several suggestions tabled. One of them was for live Christmas trees as had been done in Parnell several years ago. There was concern around this suggestion as to how this would work; would tenants bring them in or not, would they water them? How many would be needed to fully represent the area of our members? Dana said having them on the footpath would involve Council permission.

John B said it is possible to get artificial conifers. John C asked for clarification of the purpose and Peter said the consensus from the group is to have a contiguous element that beautifies the streetscape and pulls it together – he cited the example of Paddington. It was agreed that we should source some options for businesses, but that the businesses would need to purchase the trees and take care of them, bringing them in every evening.



Paul van D suggested we could run a competition and have artists paint the pots, providing an eclectic group of pots.

Cheryl said she has applied to the local board for event funding for the music component of **Sundown Splash and Late Night Trading 3 Nov – 22 Dec**. The idea was to host this in Heard Park every Thurs evening from 6-8pm, with chilled music in the early evening and have the retailers stay open to bridge the trading time between retail and hospitality. If this was not funded we would need to fund ourselves and a budget of \$9,524 had been allocated. John B asked in terms of the costs, if these were professionals and what sort of crowd we anticipated? Cheryl noted that part of the weekly allocation was just the cost of the sound and speakers (\$632.00). Cheryl said she was going to talk to the Museum regarding their event called Volume which is being held later in the year, to see if we can tie in with this in someway.

On site activation – Cheryl highlighted the budget of \$6,269 allocated for on site activation in the form of adult promoters handing out chocolates/gifts etc. as this has been really popular the previous year. She noted that she and Peter agreed that we do not have many kiddie attractions in Parnell and had not included a Santa Activation

**Pimp My Ride** was an idea whereby on those evenings we could have music and invite cyclists to come and 'pimp their ride'. She had tried to source sponsorship from AT but they had declined, but were willing to help promote the event. Prizes would need to be sourced to get this to fly, so this had not been included in the budget. John B asked how much sponsorship we would need, to which Cheryl said she thought 3 different bikes.

**Classic Car parade** – Cheryl noted that another suggestion from the RWG was a classic car parade and that in Dec 2014 a market day was held by Kevin Harvey, where there was music, buskers and classic cars on show. It was held from the Village down to NSP. Peter said he has spoken to Kevin about resurrecting this and Kevin has indicated that he might be willing to do this. Cheryl pointed out that we have no budget to support this, so would need the other landowners to come on board to carry the effect down the street.

Dana pointed out that all Christmas activities etc. are a bigger reflection of our brand and classic cars has been repeated several times and makes us look old. Cheryl noted this idea was from the RWG.

Peter said he also thought a Saturday market in the village would be a step in the right direction, having spoken to the organiser of the Paddington market. He feels trying to create a space for a market to bring contemporary offers is worthwhile. He acknowledged it would take a while to get a market established, but believes we have to find space and the catalyst to make it happen.

Paul S said since we were in the process of getting our positioning re-defined, some of the long-term ideas are a bit premature at this stage. Once the brand positioning was in place, this would be the umbrella strategy that all activities would be aligned with.

Cheryl reiterated what was planned for in the budget:

A solid semi-permanent gazebo with fairy lights \$15,722.96

Fairy lights in 2 trees \$ 4,680.50

An 8 week music programme from 3 Nov to 22 Dec

Music/sound/performers \$9,524.00

Activation allowance for adult promoters (not including sponsorship of gifts)  
\$6,269.00

Marketing for the Music and Late night Trading \$5,187.85

Minimal basics for 3<sup>rd</sup> Dec should Kevin agree to do this \$ 3,600.00

The resolution was presented to approve the Christmas budget as presented, at \$44,984.21 incl. GST

Proposed by: Paul van Dorsten      Seconded by: Ricky Reddy, No further discussion, all in favour

- **Chinese New Year – Year of the Rooster**

Cheryl informed members that a sponsorship document seeking \$20,000, has been completed and sent to Barfoots, via Starship. Paul S asked if we have other potential sponsors in mind ready to go in case we do not get it from B&T. Cheryl also explained that we are sourcing molds now and have asked galleries and décor places if they see any to let us know.

### **3. Interesting web stats**

Cheryl provided feedback on statistics relating to our website and social media as compared to Newmarket, Britomart and Ponsonby. Using a global ranking tool, Britomart was ahead of us, we were just behind Newmarket and miles in front of Ponsonby. She noted that given our resources we were performing very well and the area that needed the greatest effort was backlinks – which was a very time consuming effort.

Our social media engagement is performing well, especially with relevance to driving people to our website compared to our competitors.

### **4. Parnell Vacancy stats**

Cheryl shared vacancy stats from Colliers, showing Parnell had the biggest drop 2014-2015. Our commercial vacancies are the lowest in city fringe Paul Spackman said.

### **5. 'Reinvigorate' Parnell**

Paul S provided feedback on a meeting with Ogilivy on 29 June.

He explained that Anita from Ogilvys, who we were to work with on this, no longer works for Ogilivy. He, Dana and Peter and Cheryl met with the Managing Director of Ogilivy, Greg Partington, which went well. Greg reassured them that Ogilvy are very committed to doing this work for us, and deliberately took this project on and priced it accordingly because of their commitment.

Cheryl said that she, Peter and Dana were meeting the new team the following day.

## 6. **Advocacy/ Transport**

### • **Parnell Station – and route to Carlaw Park**

Paul S provided an update for committee members, saying AT have decided they are not now going to allow building to be put at the station until they have the go ahead with separation at the Sarawia crossing, so it is on hold for the moment. We will just have to watch this space. He said a letter from Mike Lee noted that Mike said he had been told this from KiwiRail.

Paul V asked why is this holding the station up. John C said technically not doing anything so why is there the hold up. Cheryl said AT had said they were going to put on an intermittent service that would be in the first quarter of next year but this would involve a timetabling change. It appears that AT have now gone back on this. She mentioned the Cowie Street residents are going to the environmental court now. She also noted that the route to Carlaw Park has been tabled at the local board but delays could affect budget committed by WLB.

### • **Cycling Routes**

Cheryl told the Committee that Parnell Inc. had submitted something on the cycle routes public consultation feedback and this was in Dropbox for members to view.

## 7. **B2B's**

- 15<sup>th</sup> June - Next Gen/Tennis
- 13<sup>th</sup> July – Auckland Physiotherapy, speaker Paul Goldsmith, Wine and Spirit Geographical, Glengarry sponsor
- 17<sup>th</sup> Aug - Quinovic
- Sept/Oct/Nov – Economist ANZ, EcoStore/Huckleberry, La Cigale Food Trucks – these were still being confirmed.

## 8. **Mayoral Candidates, 28<sup>th</sup> July**

Cheryl informed the Committee of the upcoming 'Meet some of the Mayoral candidates' evening being hosted by Parnell Inc and the Parnell Community Committee. She asked if anyone had a suggestion as who could facilitate this that was not Parnell Inc, perhaps a media person? Paul van Dorsten suggested Hillary Barry, but this could be costly. She asked if members could let her know if they thought of any others we could approach.

## 9. AGM Prep

- BID review team will only know if we have had an over or under collection after 1 July. They then adjust the rate in the dollar the following year accordingly.
- They were also planning to have a rate modeling spreadsheet released after 1 July, which would enable us to set our budgets easier.
- Cheryl explained that as we get more completed commercial developments in the area the rate in the dollar dropped for everyone as we are based on a budget, not a percentage. She was trying to get clarity as to exactly when the new capital value kicked in after a building was completed.

Paul S said we would discuss our proposal for the 2017-18 budget at the next meeting.

## 10. Tenant/Landowner

Cheryl told the Committee about Henry Crothers, who was featured in Denizen as one of their Denizen heroes. She said he had done some drawings for Terry Gould. She said that she has called a meeting with the St Georges Bay Road landowners and Henry Crothers and they will meet on 14<sup>th</sup> July. Cheryl explained that Henry Crothers is well connected in Council (he was behind the Magenta cycleway). He was invited as he is a neutral party and not in competition with other architects in the area.

*This should be a new heading – Retailer Assistance*

Cheryl provided feedback to the Committee on consultants in terms of uplifting retail in the main Parnell Road strip. She reported that she has been to two meetings with Andrew Parsons from AUT, and explained that his suggested intervention was direct with retailers, and the best time for him to be onboard would be when the essence of the repositioning was agreed (even if the final brand was not in place). She said that he plans to bring in one of his graduate students and Peter is still waiting for his scoping document.

Paul S commended Peter Allard on his work with the retailers group and supported the idea of bringing in a neutral party to help lift the quality of retail in Parnell.

Paul also reported on his meeting with Chris Wilkinson from First Retail Group who works with regeneration in retail across Australasia, part of which often included a GAP analysis. Paul S said that he and Cheryl had met with Chris last week – he informed the Committee of a potential strategy and capability seminar at the cost of around \$9k. Cheryl said she could see if ATEED would sponsor a seminar.



Paul Van D said we are not there to subsidise retailers' marketing. They should pay for something. John B said he felt it should be user pays or sponsored and would not want to see us putting any money into this as we had other members needs to consider. Several other committee members contributed to the discussion on what our responsibilities were in order to uplift the standard or retail in Parnell Road and what we should and should not pay for out of our budget. Paul S said as part of our 'reinvigorate' we are looking at ways as to how we can do this. Carey said he felt there was a correlation in that their (retailers) success is our success. Martyn pointed out that Parnell Road is the problem and if it helps we should try and facilitate and they contribute. Paul S said if we can improve Parnell retail it then makes it more attractive for visitors.

The consensus was that we should facilitate opportunities wherever we can, but the retailers needed to contribute to any seminar or assistance package.

Paul S informed the committee that on 19 July Chris Wilkinson is holding a free one and half hour session and felt retailers should attend this. Cheryl to send out info to all retailers.

- Retail Working Group – further input

A suggestion from the group was a Parnell magazine like the Ponsonby News – Cheryl said we would have to get a publisher who would be willing to take on the job and to get costs for minimum contribution. She will explore this further to get prices.

She pointed out that she was somewhat relieved when the retail group ranked parking as the lowest on their list of priority actions.

## 11. Council Matters

Chris said there was nothing to report as everyone was preparing for elections.

## 12. Financial & Staff/Housekeeping

- **Year End new budget**
  - Simplified sheet on monthly report  
Jason had asked a few queries following the last meeting and Cheryl has now put it into new format. She said what the committee can see on the report is the way we will continue. Discretionary funds are part of the budget, but have not been committed to a particular area.
  - She noted there was a new reporting format for not for profit entities which is more complicated and involved. She had already had a meeting with Christ Lynch and would have quite a bit of work to do for year end. Auckland Council had already paid in our first quarter contribution, so this would need to be adjusted in the reporting of the budget.
- Insurance had been renewed but storage is not included



- Health & Safety update

Ricky pointed out that no one in the office has a First Aid Certificate. Cheryl and Barbie need to get this and get sign off. Barbie to get prices from St Johns.

Fire Warden person need to allocated.

Fire alarms – there are none in or near the office and a letter had been sent to City Construction in this regard. Jason wondered if depended on the age of the building. John B said Landlords were responsible to organise an evacuation plan. Peter wondered if the fact that each premise was small had an effect. Cheryl said we will keep the Committee appraised. Paul S asked if Cheryl would write to the Landlord again to ask for this and to check on the lease to see if mentions this.

Ricky noted that for our B2B meetings we must make sure we get health & safety policies from hosts and have site induction. Parnell Inc. is looked at as more of a trustee type organization, so we are liable for each action that we do. He added that we need to be making sure we are giving resources and are informed about issues coming up so we are covered.

We need to review all contracts, including HR and supplier contracts as these must be current and have signed date on them, e.g. Deco Lights, Global etc.

Clarification of roles needs to be finalised once we have sorted out other things, such as how Cheryl will report and the frequency. Ricky recommended that we do it every quarter, table them at a committee meeting.

Peter said in his business he has a health & safety advocates and they meet every month. Key thing Ricky said is that the questions are asked.

Cheryl said we are asking our contractors for copy of their health & safety policy and liability policy.

Next meeting 26<sup>th</sup> July

Meeting finished at: 6.35pm.