



Parnell Inc. Committee Meeting 4.00pm, 22nd March 2016

MINUTES: Parnell Inc. Committee Meeting

22 March 2016

Home Ideas Centre, 165 The Strand

Welcome: Paul Spackman

Apologies: Hamish Lewis, Mary Gordon.

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Clare Dowthwaite, Christopher Dempsey, Dana Johnston, Jason Galea, John Bardebes, Kelvin Ricketts, John Coutts, Martyn Hamilton, Paul van Dorsten, Ricky Reddy

Parnell Inc. General Manager: Cheryl Adamson

The minutes from the February 2016 meeting were approved following changes made.

Moved by: Paul van Dorsten ; seconded by: Chris Dempsey; all in favour.

Agenda:

1. **Welcome Clare Dowthwaite**, Senior Communications Advisor | Auckland War Memorial Museum. Paul welcomed Clare, saying she would be replacing Jeanette Paine
2. **Thanks Kelvin Ricketts**. Paul thanked Kelvin for his several years of service to the committee and Cheryl presented Kelvin a small gift of thanks. Paul noted that we would now have a position open in the committee and would discuss this later.
3. **Monkey business** – Cheryl gave a quick overview and apologised that the report was still in progress. She showed a few slides telling the committee where some of the monkeys were travelling to and reported to the committee that all the monkeys were sold at the auction with the total takings being \$35,550. While the initial agreement had been 1/3 to the artists, 1/3 to Parnell Inc towards costs and 1/3 to the charity, several artists had offered their portion and Parnell Inc reduced theirs to \$10,000. When the final calculations were made, we were \$300 short of \$16,000 and Paul had agreed to reduce the Parnell Inc portion to \$9,700. Cheryl noted that the total PI budget funds spent on monkeys was \$33,876 which she felt was excellent value given what had been achieved. She said the initial report would also cover the added value gained from publicity. Paul noted that the

additional web traffic was excellent. Paul Van Dorsten asked for clarification as to what the problem was with the auction. Cheryl responded saying that the Webb's auctioneer took ill two days before and there was a real scramble to find a replacement. Initially Tim from Barfoot and Thompson was not happy to assist as not all the proceeds were going to charity, so Starship put pressure on him to assist. Cheryl noted that it would be preferable to have a sponsor next year so all the proceeds went to charity and Paul Spackman mentioned that Barfoot and Thompson may be interested. She also mentioned that working with Webb's had been a pleasure and all the staff very helpful. Paul van Dorsten noted a small point re the microphone for next time. Paul Spackman said that while Tim did not know a lot about the 'art' side of the monkeys he had been excellent at reading the audience. Carey asked if the bidding system had worked and PaulS, PaulvD and Cheryl all agreed it had, as it set a good starting price for some of the monkeys. Cheryl noted that one of the learnings for next year would be that we have the auction shortly after the exhibition closes and that we still want to meet with ATEED who are doing debriefing from the Lantern Festival. Jason said it was helpful that we now had a track record together with costs for next time.

4. **White Night**

- Cheryl gave general feedback on White Night, noting that one of the objectives for this year had been to get more retailers to stay open as Remuera seemed to do this very well. Alfresco and Hattitude had agreed to stay open. Hattitude had reported not doing any sales but an immense amount of PR. Alfresco had a dinner in the window, which created a lot of attention. Paul Spackman said he thought Simon Payton's interactive installation in Heard park had worked well. Cheryl said that she felt there were slightly less people than last year and there had been quite a few complaints about the lack of marketing from Auckland Arts festival plus complaints about their website. Cheryl said that the galleries were happy with the attendance and some reported that slightly fewer people was preferable as they were able to engage with the visitors. White Night is generally quite chaotic with lots of last minute set ups for the artists, so needs help with logistics. Paul Spackman said next year it would be great if there was more committee involvement.

5. **Waiters Race and Christmas** – Cheryl reported that a notice had been sent out, requesting working groups for these 2 events, with virtually no response so far.

- **Waiters Race.** Cheryl said that her and Dana had been in discussion re the dates as their original selection for early November had clashed with Taste of Auckland. They were now aiming for the 16th October. Dana explained that his preference was for a Sunday as that is the day the hospitality staff are more prone to have time off and enjoy themselves. Cheryl reiterated that the prize (the use of a Renault Cleo for a year) was attractive. Paul asked Dana for comment and Dana replied that the task now was to enrol other hospo guys so we could activate the promotion – he said he would chat to Woodpecker Hill. Cheryl said the challenge was to get more activation than just Heard Park. Further meetings will take place soon.

6. Security feedback & CCTV

- Crime stats Parnell. Cheryl presented some maps indicating the results from the monthly Police Reports. She also presented a graph of the stats over the last year, which strongly indicated quote a drop in crime since the appointment of Global Security. She did say however that she still needed to separate out the BID monitoring area to see the trends accurately. Paul asked if the Global staff could consider wearing hi vis jackets all the time.
- CCTV Process. Martyn talked to the map of existing and recommended site camera locations as suggested by Bill Groves, explaining that his vision was for Parnell Inc to fund some strategically placed cameras at the main entrance and exit points of the suburb and then to approach landowners to fill in the other points. Following discussions between first Paul, then Martyn and Bill Groves, the two points suggested for phase 1 were the corners of Parnell Rd and St Stephens Ave and the juncture of Carlaw Park Road, Parnell Road and Augustus Terrace, each location may need 3 cameras each. Cheryl explained that they were looking at fixed position cameras mounted on Auckland Transport poles, which could be viewed reactively, rather than a roving camera which needed 24 hr monitoring. Jason pointed out that the ones at St Stephens Ave would need to cover Birdwood intersection. John Bardebes asked if the cameras would have number plate recognition and Cheryl responded saying they would be able to view number plates as per the Otahuhu example, but were not the cameras that would 'capture' the number plate and give license details.

Martyn further explained that the juncture of Parnell Rise and Parnell Road at the top of Fraser Park was a strategic point as it also covered all the activity from York and Earl street, as well as the state housing apartments and that he was persuading the building owner to install cameras on that building that we could have access to. There were also several other buildings Martyn could possibly have cameras installed. Jason asked what we were intending to do in St Georges Bay Road in Phase 1 and Dana asked if we are not going to get negative feedback from the new BID members as all the initial emphasis was on Parnell Road. Martyn replied that it was all a matter of money in the initial phases and that we needed to approach the Masfens and Mansons to see if they were happy to participate.

John Coutts asked if we were going to have signage and if this was a prerequisite and Martyn replied that there would be large obvious signs as this was a deterrent in itself.

Martyn further talked to the estimate of costs, saying that his preference was for lease back rather than capex. Cheryl explained that the costs presented were the consultants estimate of what the tender results could be. She explained that while it reflected a slight overspend in year 1, it was under in year 2. She also explained that the monitoring/ staff costs were purely an estimate as we still need to work out how this would be done. Cheryl presented the sheet showing the following 3 years, stating that this had been



based on the budget in our Annual Report. Jason asked if this was in addition to the on foot and mobile monitoring and Cheryl replied that it was. Carey asked if the consultant was happy with the staging and 2 points selected and Cheryl replied that he was.

Martyn talked to the network diagram, explaining that the intention was for us to have log in access to the landowner cameras, not for them to be networked to our server. John Bardebes asked where the server was going to be located and if it was going to be in our office. Martyn explained we need a place for the server, but it does not have to be where the office is as access is via wifi. Paul Van Dorsten suggested that we investigate a third party server or cloud based server.

Martyn explained the next step was to get 'conceptual' approval from Auckland Transport to have cameras mounted on their poles before the tender goes out. John Bardebes asked if the consultant applies to Auckland Transport. Cheryl responded that he does, but we can also assist and ask for contacts from Otahuhu and North Harbour. Cheryl asked if we could have in principle approval.

Resolution

Following discussion the resolution was approved as follows:- That the committee approve the proposed direction for CCTV deployment in principle, and based on the proposal and cost estimates presented from Bill Groves, this can go out to tender. The outcome would be subject to an early 'conceptual' indication from Auckland Transport that they were open to having the cameras mounted on their poles at indicated locations and all costs presented from the tender would be subject to formal approval and evaluation before any budget is committed.

Moved by Carey Oldfield, Seconded by Paul van Dorsten, all agreed.

7. Leasing GAP Analysis

- Cheryl presented an update of some of the leasing progress on the Krukzeiner property in St Georges Bay Ave.
- Cheryl presented the reasons she was proposing to get data from Property Economics. She explained that it would give us tangible data in terms of assessing market potential and leakage per sector. She also explained that in the discussions with various agents that they had recommended this. She noted that the initial quote had gone up to \$ 12,000 based on her request to reflect the resident spend in competitive areas. John Bardebes said he had a problem spending that kind of money to assist agents to do their job. Paul said he also was not happy with the proposed costs. Cheryl explained the reason was to substantiate a tenant 'wish list' we could present to landowners and have tangible data demonstrating market potential for potential tenants. Paul Spackman asked if there was another way we could get the same information. Martyn said the landowners knew what they wanted and this was

- often influenced by rentals. Cheryl was also asked who else had used this type of information before and how helpful it was and Cheryl replied she would chat to Newmarket. Paul Spackman asked if Martyn and John Bardebes could get together one morning and compile a wish list. Cheryl made the suggestion that since there was so much uncertainty, that she see if she could source another quote and chat to Newmarket. At the next meeting she would present some of the feedback from agents
- 195 suggestion Bayley's and Newmarket – this item was not discussed
8. **Property owners group** – Paul reported he was more skeptical of this initiative following a meeting with John Bardebes and asked John for comment. John said he did not think a formal group would work, but possibly an online forum where people could interact when and if they wanted. Cheryl would investigate this and revert.
9. **'Reinvigorate' Parnell**
- Following the circulation of the Brand brief for comment, Cheryl addressed the questions around the inclusion of (Inc) in the current logo. Cheryl presented examples of how other areas handle this. Generally the meeting felt that 'Parnell Business Association' said more about what we do and we should drop the 'Inc. It was agreed that this would be excluded from the agency brief and once we had a new logo and tagline, we would decide how we would use this in conjunction with Parnell Business Association.
 - Cheryl noted that the other actions in the agenda were as per previous timelines and that the Local Board had been requested for time in May to present 'Reinvigorate' to them.
10. **Advocacy/ Transport**
- Parnell station – Paul Spackman explained the circumstances around the Sarawia Crossing and further stalling of the Parnell Station by AT, saying that following a meeting with Mike Lee, he had addressed a letter to David Warburton and was awaiting a response.
 - Parking management plan – Cheryl explained she is awaiting feedback to revert to Auckland Transport
 - Pedestrian Crossings – there are new lights at the crossings in Parnell Road
 - Domain Master Plan – Cheryl said this had been done, but the online submission was really superficial. She had also submitted further ideas from John Coutts
 - Annual Plan – she was awaiting feedback from Paul as this needs to be submitted this week
 - Bus lanes St Stephens – she alerted the committee to the fact that we have heard rumours that AT want to do a Bus lane on the City Bound side as well and that several requests asking them to reflect the outcome of the priority bus lane towards Newmarket were being met by total silence.
 - Cycling lanes – Cheryl quoted the new approach as per what was highlighted in the monthly report.

- AT/QMS Media pole banners. Cheryl explained the new arrangement with QMS media who were the designated supplier for all AT poles. Cheryl explained her concern around the fact that we may not be able to book banners when we needed them, there were increased costs, plus the new media company had authority to sell 30% of the 'airspace' to commercial enterprises who were 'proximate', according to AT. Paul van Dorsten asked about the cross street banner in Newmarket and Cheryl explained that only a few suburbs had these and they were also subject to this new arrangement, which was causing concern. Jason said we would have to earmark which promotions we needed banners for and book them early. Cheryl explained that she had asked to see the Local Board as several BIDs had concerns. John Bardebbs supported this and said we needed to control what was in our area.

11. **B2B's**

- Carey noted his concerns re the speaker presentations at our event, suggesting they could be better moderated to the benefit of all parties. He offered to do this. The meetings below were tabled on the agenda but not discussed.
- 24th Feb – Dawson's and Co.
- 16th March – Traffic /Refresh Renovations and Zones
- 20th April Fuze Interiors
- May TBC –
- June - possibly Next Gen/Tennis
- July – Marketing Association TBC

12. **Other issues** – Paul explained the situation with Toby Lerew from Woolly for You and his effort to get a group of retailers together to tackle Parnell Inc on perceived inadequate spend on the retail component. Various discussion ensued on the merits of his suggestion for 'subliminal' and 'generic' advertising by Ricky, Dana, Paul and Jason – all agreeing that until we have a new brand, this is not the time to do that. Cheryl said she would circulate the correspondence to the committee.

13. **Committee**

- Paul explained the recent circumstance with City Construction and a board member and reiterated that our position is we cannot get involved.
- He addressed the fact that we do have a place on the committee and this should be filled by a retailer. After a bit of discussion it was agreed that we are not under pressure to appoint anyone immediately and we should see who puts their hands up for the working groups first.

14. **Council Matters** – Chris Dempsey had left the meeting

15. **Financial & Staff**



- Our closing cash position as at 17 March is \$6,402 Surplus, with still a further \$78,298 in discretionary spend.
- Other variances – Paul noted that we have certain surpluses before year end and while we do not want to spend all of it, can discuss options for some of them.
- Staffing and 2016-2017 budget. Cheryl noted the excessive overtime her and Barbie have put in recently and flagged this as a discussion point for the new budget, including the maternity contract of Nickala. Paul van Dorsten agreed to help Paul Spackman on these issues
- Health and Safety – Paul Van Dorsten noted that we should update ourselves on the new Health and Safety regulations from 1st April and this needs to be part of our reporting as required. Ricky also questioned committee liability in this regard.

Next meeting 26 April