



## **Parnell Inc. Committee Meeting 4.00pm, 31 May 2016**

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

31 May 2016

Home Ideas Centre, 165 The Strand

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Welcome: Paul Spackman

Apologies: Dana Johnston, Hamish Lewis, John Coutts

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Clare Dowthwaite, Christopher Dempsey, Jason Galea, John Bardebes, Martyn Hamilton, Paul Van Dorsten, Peter Allard, Ricky Reddy.

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

The minutes from the April 2016 meeting were approved pending 1 small change. Moved by: Paul van Dorsten; seconded by: Carey Oldfield; all in favour.

Agenda:

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

- Cheryl reported that good progress is being made on the crime statistics. Including April's Police Report we are currently looking at 27% reduction for year to date since the appointment of Global. Cheryl suggested that we only publicise results after June figures are in as in the previous year May and June were some of our worst crime months, so this percentage may move down a bit. Carey agreed we should wait for a full year. Jason asked if the report could split residential versus BID area we patrol, as Police Reports included both. Cheryl said in her figures she splits it out already, but the only thing we are not sure of is the exact address (street number) unless we are aware of the crime, as the Police would not supply this to protect privacy.

Cheryl reported that Raimond, the foot patrol security, has resigned from Global. She noted that he has been very good and she would be telling Global what type of replacement we require. Martyn asked about the renewal terms in the contract, and Cheryl reported that we have an ongoing contract with a 3-month cancellation period and would email Martyn and Paul a copy.

- CCTV Process
  - Update ROI and RFT. Cheryl reported that we started with about 8 companies wanting to be included and ended up with 4 returns

following the ROI process. She said Bill was happy with 4 that had responded. Carey asked for clarification around the one supplier mentioned in the monthly report that wished to collaborate with another business. Martyn responded that he knew the supplier and the collaborative partner chosen has lots of experience in this area. Cheryl said all respondents had done work for other BIDs or Auckland Council or AT/NZTA. She said the RFT is due to go out this week and we hope to have it returned by 20 June. All agreed we would need time to review the tenders as this was not going to be a decision made on price alone.

Paul Van Dorsten asked if we had any clear indication on our expectations around CCTV as this would be good to communicate to members. Cheryl responded that hopefully this would assist with fewer car break-ins in particular and certain incidences such as the dairy at top of Parnell Road that has been ram-raided several times.

Clare asked if there is going to be supporting communications around CCTV e.g. stickers, signage. Cheryl confirmed there would be, saying this was a deterrent in itself and was required by legislation.

- Potential server location

Cheryl reported that she had met with Les Fleming at the Museum and that he is very open to the proposal of our server being placed in their security monitoring room, but we would need to table a written proposal to their board. The one problem was that there was no WiFi connection and we would need to see how this could be managed.

- AT conceptual approval had been given on the street poles earmarked in our plan. Bill had written to AT and been to meet them. It was gratifying they had responded so quickly as certain other BIDs have been waiting for months. Jason asked for clarification of the stages – Cheryl responded that this first stage was ‘conceptual approval’ so the tender participants could all quote on the same basis, but the final application could only be made by the installer.

## 2. Major Category promotions

Cheryl provided an update on promotions currently being planned/worked on.

- Décor (Sept) – she explained how last year we did a 4-page feature with Denizen. This year they reverted with a 5-page minimum. She noted that they had had tremendous growth in distribution and we could easily measure the success of their involvement last year by hits on our website in addition to retailer feedback. However this places a large pressure on our office as we need to sell at least 30 placements to Parnell businesses in order to come in on budget. Cheryl reported that Barbie was doing very well on this and we were nearing our target.
- Waiters Race/Art of Food  
Cheryl showed the visual of NZBD cover and explained the Art of Food week for the hospitality sector (including some gallery activity hopefully). Our intention was to highlight a range of events for the week, including the likes of Sachie’s Kitchen and Milly’s. The final event of the week would be The Waiters Race. We have approached Southern Hospitality for sponsorship, who reverted that they



cannot assist with cash but are willing to help with items such as trays etc. Res Diary, who are an online restaurant booking system have also been approached. Currently the budget provides enough funds to cope with the logistics of the promotion but not enough for marketing/media so we are looking for additional funds to support this.

- Christmas
- Cheryl reported that in relation to the installation limitations in Heard Park she had still not managed to unearth the full story behind what we can and cannot do. She had been in contact with the Local Board, Auckland Council Auckland Transport and Parks, neither of whom seemed to have any answers as to the initial construction of the facility. She has also been in contact with Dave Short and Chris Heard who referred her to Athol McQuilkin.

Paul Spackman said one of the potential options Cheryl was proposing was a wooden gazebo – a semi permanent modern day 'band stand' that we could install and hopefully install power from the Plunket block on site. Paul Van Dorsten asked if there are any plans to redevelop Heard Park in the future.

Paul Spackman then provided feedback on a meeting with the Waitemata Local Board that morning and explained that the primary objective of our presentation was to alert them that we need their support for a long-term precinct plan from Auckland Council. He mentioned our long-term strategy of connectivity, part of which could be around making Heard Park 'the heart' of Parnell. He reported that we received a remarkably supportive response from The Local Board, noting that while they felt the precinct plan would need time to get onto Council's agenda following the Unitary Plan, the Local Board may have more sway on Heard Park. Christopher commented that Cheryl's presentation at the meeting flawed the Board and left other BID presentations in her wake. He felt the Board knew exactly what Parnell Inc wanted to do.

Cheryl reiterated that this was a long - term initiative and we would need to keep on pushing at every opportunity, until we get onto the Council radar. She showed the image of a wooden gazebo from her presentation so committee could see the concept.

John Bardebes arrived 4.24pm

### 3. **'Reinvigorate' Parnell**

Cheryl encouraged committee members to read the draft Summary Strategic Framework document that had resulted from the Reinvigorate Blueprint. She said Carey has helped her with this so we now have a strategic framework that clearly sets out short (-13yrs), medium (3-5yrs) and long term (10yrs) actions. She stated the set of actions was extremely long and it was unlikely we could achieve all, so the committee still had to agree on the priorities. Carey has also drafted a summary of the Reinvigorate Blueprint document, which we are recommending we only send out for feedback once we have some new positioning wording to accompany this. Paul Spackman confirmed his agreement of these being together and suggested we hold these documents until we have the repositioning suggestions/wording so it comes with a 'punch'.

- Brand brief – 4 proposals had been received. Cheryl said she met with Dana and Peter and shortlisted this down to 2.  
Peter provided feedback on the 2 shortlisted options, with the lead candidate being 485 Design who are part of Ogilvy's. All were sent the same 3 standard questions prior to meeting with them but the sub-committee felt the Ogilvy people understood Parnell and the essence of what we are trying to achieve. He said the second candidate did not connect as well and there was a lack of comfort about the open ended quote. He and Dana recommended 485 Design as they have the infrastructure, support network and expertise. They demonstrated experience in branding strategies for locations, as opposed to just brands. Cheryl added they had experience of Auckland Council branding as well. Carey said he felt it was an excellent presentation.  
Paul Van Dorsten asked if they talked about Parnell Inc as opposed to Parnell Business Association? Cheryl responded this was not discussed.  
Paul Spackman said we have the funds; they're spread across 2 years.

Clare commented that we need communicate that we wish to work with them in partnership –rather than just us contracting them to do a job as we want them to see the impact as a long-term relationship.

Jason asked about the time frame. Cheryl said it could be eight weeks or so until the first stage. She said they would define the brand archetype first, then develop position statements. Only when we are totally at one with the positioning statements, do they go into tag lines and logo development. We will be involved as a committee.

Paul Van Dorsten asked if they would present to the whole committee. Cheryl said absolutely. She mentioned, in Dana's absence, that he had given his 100% support for 485 Design. Cheryl commented that they weren't the most expensive but she would ask if they could shave off any costs towards the end, but this would be highly dependent on how the initial stages went.

Resolution to appoint 485 Design at a fee not exceeding \$22,000 plus GST (\$23,500), payable in stages.

Proposed by: Paul Spackman      Seconded by: Jason Galea. All in favour.

#### 4. Advocacy/ Transport

- Parnell Station – Paul Spackman reported that at the most recent meeting we had with AT, they said the station could potentially open Feb/March next year. Although they had chatted about an intermittent service they did not clarify at the time they were only considering the Southern line, which would mean that passengers from Western lines would need to disembark at Newmarket and transfer. Mike Lee is still pushing very hard on this issue and says it is not good enough. Peter asked what intervals they were considering but said Paul this had not be tabled. Cheryl noted that her recent correspondence said they would only release this after October as AT said had to rework the entire network timetable. Christopher commented that Sarawia crossing was still considered an impediment by AT.

- Station footpath connection to Carlaw Park – AT have tabled plans to have footpath going from the Domain side of Parnell Station to Nicholls Lane in Carlaw Park. Christopher added that AT have presented a few options and met with disability people and it was not generally accepted that Parnell Station would not 'accessible' as access is too steep for wheelchairs. Proposed path will go to the next meeting in July. Cheryl Noted that AT do not have the budget for this footpath and the Waitemata Local Board are in discussions to supplement this, providing timing coincided.
- Cycling Routes – Cheryl flagged the consultation document from AT on cycling in and around the area. She said we do not support cycle lanes on Gladstone Road, which would get rid of 74 car parks and was concerned this public consultation would be used to substantiate this. The Local Board has also complained that AT have not highlighted the proposed Greenway Routes on the consultation document.

#### 5. **B2B's**

- 17<sup>th</sup> May Health & Safety – Cheryl reported this was well attended.
- 15<sup>th</sup> June - Next Gen/Tennis – Paul mentioned that one member asked if Next Gen were a member and he reassured them they were.
- 13<sup>th</sup> July – Parnell Physiotherapy, speaker Paul Goldsmith, Wine and Spirit Geographical Registration
- August - Quinovic

#### 6. **Mayoral Candidates** - Extra opportunity for Parnell Community Committee and Parnell Inc to host some of the candidates on 28<sup>th</sup> July including Phil Goff /Vic Crone/Mark Thomas/John Palino.

Cheryl tabled this opportunity for comment saying she had already met with Vic Crone and will meet with other candidates so they are well appraised re Parnell issues. She is also aware that other BIDs are holding meetings with candidates.

This would be a jointly hosted event together with Parnell Community Committee. Paul Van Dorsten said this would be a good event to do from a Parnell community point of view. Carey agreed. Cheryl confirmed that the committee was happy with this group of mayoral candidates as we need to take an apolitical stance.

The format was yet to be organized, but in general it was discussed that each candidate would get 10 mins to talk to their visions, followed by a questions and answers format. We need an external facilitator ideally. The Parnell Trust can accommodate this at the Jubilee Building and the venue has been booked.

#### 7. **Other issues** – Parnell retailers - feedback

Peter reported on the Retail Working Group: 3 meetings had been held so far, with variable attendance. He said that the views around the table focused on foot traffic and trying to create new strategies to develop higher foot traffic and visitation. He noted his intention for the meeting on the following day (1<sup>st</sup> June) was to discuss to short and long term tangible goals according to the resources and funds available in order to table at the committee meeting in June. He did

note that response on ideas was a concern as to date this had been limited, with only 4 responses thus far on Christmas ideas. He added that certain elements were consistently coming through, including wanting something significant to beautify the strip – referring to other international examples of trees, sculptures, lighting etc. that identifies a strip as a cohesive retail environment. Several discussions have focused on the retail tenant mix, which is not something we can control.

Peter said he was planning to separate short-term (Christmas promo, Heard Park, Lighting) and long-term high value capex items such as street beautification. The group seemed keen on a community aspect for Heard Park - market/Santa's grotto etc. One suggestion was a classic car parade, like Napier Art Deco weekend. He noted that Cheryl had tabled an idea called 'pimp my ride' - a competition for cyclists to decorate their bikes, connected to music events in Heard Park. The gazebo would facilitate many of the above if we could get permission and consent.

The group also consistently talked about the parking aspect in Parnell, feeling that it was putting people off coming. Peter also mentioned the aspect of trying to connect the less buoyant retails with F & B things such as late night shopping. Clare said she felt a late night shopping concept may work. Cheryl said that Clare and her had discussions around the Museum's October 'Volume' music event – but these were still in their infancy and other parties at the Museum would need to be consulted.

Carey said he felt the tenant mix is the real issue and asked again what we are doing to get some quantifiable data/evidence based info together as he felt this was needed?

Martyn responded to Peter, saying that although some ideas were terrific, to get landlords unified is near impossible and we have a few key large landowners who will not support our objectives.

Paul Spackman said we do need more top quality destination retail in Parnell and need to develop our Leasing Gap Analysis so we can present to landowners individually. We have successfully managed to 'talk up' Parnell over the last few years and need to keep doing this as it certainly sets the climate for good retailers and hospo to respond. Martyn and Jason agreed and said tenants have to 'want' to come to Parnell first and our responsibility is to push the area.

Paul Van Dorsten said the business association should not be seen as the retailers marketing arm. John Bardebes asked if the tenants realised this – what is the mood they are feeling? Peter responded that there are a number of retailers doing exceptionally well. Cheryl mentioned some of the figures that had been confidentially shared with her. Those doing well are trying to uplift some of the others who may be lagging behind.

Carey Oldfield left the meeting at 5.15pm



Paul Spackman said he and Cheryl had met with some of the members individually who had queries around the budget. He said they generally had to re-explain the BID expansion programme and contributions from all the new businesses and contextualize this. Paul felt that some retailers were still unaware of the details of the BID expansion and the subsequent growth of the business association.

Cheryl congratulated Orange Reality on leasing 202 Parnell Road to International Art Centre. Martyn commented that there was another party who were not too pleased that they did not get the lease at 202, but hopefully they will be occupying another premises. Cheryl said she met with the leasing agent yesterday for the Geyser building (Leah La Hood), explaining it was the same agent that had been involved with Ponsonby Central. The retail area is now being marketed under a new concept known as 'The Rise' – targeting fair trade, organics, sustainable tenants only. She said that she spoken with Richard at Huckleberry Farms just before this meeting and he commented that they are interested and would make contact with Leah.

Paul Spackman mentioned NSP's renovated café/bar (Osteria, Bar Vino) is now opened. Chris asked about the old Iguacu site which has been empty for 4 years. Paul Spackman responded that we do not have any clear indication of concept or completion timing.

8. **Council Matters** – Christopher had nothing in addition to report

9. **Financial & Staff/Housekeeping**

- Cheryl noted our insurance was up for renewal and we were taking contents insurance, public (associations) liability as well as cyber insurance. She said they had assured her that the associations liability would insure the board and directors sufficiently, but would like confirmation from one of the committee members that they felt this complied with the new Health & Safety requirements.
- Health & Safety update  
Barbie provided an update on the status of Health & Safety documentation being compiled for Parnell Inc. A 12-month subscription of document templates was purchased from HRtoolkit. Parnell Inc will need to review contracts with outside providers to ensure we have a copy of their H & S policy, including Deco Lights, Global Security. We will also need to ensure Health & Safety is part of all Parnell Inc. employment contracts  
Ricky offered to help Barbie with documentation compilation/review.

Barbie left meeting at 5.30pm.

- 2016-2017 budget.
  - Staffing. Following the resolution in the previous meeting re extra resources needed, Cheryl reported that Nickala had declined returning



back to work, so she would be seeking other resources in line with the budget. Paul Van Dorsten and Paul Spackman explained that following detailed meetings with Cheryl they had agreed the staffing budget proposal, which also included catching up on some contractual obligations that were unable to met until there were sufficient funds and the agreed alignment with both short and long term KPI's.

- Budget 2016-2017. Cheryl then presented detail of the budget commencing the 1<sup>st</sup> July 2016. She highlighted and explained allocations in every area including Advocacy and Representations, Security and CCTV (in line with the proposed plan), Reinvigorate Parnell and Category Promotions – including comparing the spend in the past year with new budgets and highlighting where the office had the additional load of seeking sponsorship to make the budget feasible. She noted that 45k (including GST) had been allocated towards Christmas. She detailed the bulk buy radio proposal from Mediaworks, explaining the added value we gained last year and the flexibility we have in terms of changing the messaging as soon as the brand reposition is complete. She addressed the allocation in Generic as well as Tourism marketing, detailed IT/Website costs as well as CRM and Membership Communication, Bus Development and Networking, Tree Lighting Maintenance and the allocation towards a public/precinct project. She noted that we are saving lots of money as we create all our main promotions from within the office, without the assistance of any agencies, which attracted large fees.

Cheryl highlighted the funds that were committed from those that were 'discretionary' – meaning that they were allocated in a particular area, but the spend was not yet committed to a particular idea/plan.

Paul van Dorsten asked for clarity as to how these figures were eventually presented as he felt they were too detailed/complicated. Cheryl responded that this was for the benefit of the committee but was happy for advice from Paul re presentation format.

Paul Spackman asked if the committee was happy to sign off all the budget items, excluding the discretionary spend, asking if any of the committee members needed more time to digest them?

Resolution to sign off the 2016-2017 budget of all committed/planned spend, incorporating cash carried forward, (\$729,296.00 inc GST) excluding the items noted as discretionary (\$59,000).

Proposed Paul Spackman      Seconded Paul van Dorsten, all agreed.

Jason then enquired what obligations we have to present future budgets at the AGM, was it 2 or three years in advance? Cheryl reverted that she would clarify, but we definitely had to present the total amount for the 2017-2018 budget as this related to the percentage targeted rate.

Next meeting 28<sup>th</sup> June  
Meeting finished at: 6.15pm