



MINUTES: Parnell Inc. Committee Meeting

24 November 2015

Jubilee Building, 545 Parnell Road

Welcome: Paul Spackman

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Dana Johnston, Hamish Lewis, Jason Galea, Jeanette Paine, John Coutts, Kelvin Ricketts, Martyn Hamilton, Mary Gordon, Paul van Dorsten, Ricky Reddy, Dana Johnston

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

The minutes from the October 2015 meeting were approved.

Moved by: Jason Galea; seconded by: Mary Gordon; all in favour.

1. Advocacy/ Transport

- CMP - Cheryl gave the CMP DVD to John for him and Jason to view. Cheryl said she had uploaded The CMP into Dropbox for members to view. This is not aligned to any specific projects but in plan form at this stage. She stated that Parnell Inc. has previously responded on the CMP and although the concerns had been noted, no changes have been made to the plan. We have been provided with a DVD with further details and she asked that John review first and provide comment.
- Feedback Bus Routes – is required by end of the month. Cheryl gave feedback on recent meeting with AT. She said this was an excellent meeting that was well attended, and thanked Mary for hosting. She commented that AT were also pleased at the turnout. She mentioned that Christopher Dempsey had preempted the meeting and AT came offering an olive branch by way of re-routing bus 703 along the Strand. The plan is to start this route at the beginning of April rather than later in 2016. Cheryl will compile and provide feedback this Friday to AT.
- Gladstone Road Cycleway, now called Parnell Road to Tamaki Drive Cycle Route – Cheryl explained the proposed Gladstone cycleway and its likely impact. She has responded to this and it is in Dropbox for members to view. She said we were not in favour of 'green stripes' and substantial loss of parking along Gladstone Road and has told AT they would receive a lot of negative feedback if carparks are lost.
- Need feedback for NZTA before the end of this week. There is a proposal for a pedestrian crossing across The Strand (outside Matisse). NZTA want to extend the footpath outside 155-165 The Strand to facilitate cycleways continuing from Gladstone. The main opposition from the adjacent businesses was that large trucks would find this restricted access impossible to negotiate. A meeting had been arranged with NZTA and Carey said he has drafted a letter for Cheryl which highlights the negative impact.

2. Auckland Council BID Review

- Review BID partnership Policy by Dec (100+ Pages)
- Cheryl explained the partnership with Council for the BID programme and the recent history regarding budget cuts from the council and subsequent reduction in staff resources. Cheryl said there has been much talk around reviewing the BID policy and emphasis on accountability following the Heart of City and Swney issues. Cheryl noted that in Dropbox she has placed a copy of current Rules of Business Association for Parnell plus the Auckland Council current Business Improvement District Policy. She urged all new committee members to read this info.
- The new BID policy has been tabled for review and is 100+ pages. She noted that she has asked for assistance from Grant Hewison and the cost split between all participating BID's is \$682.



Cheryl said she has also put in Dropbox our most recent review from the Marketview report, which reported that we were up 13% as compared to the previous year.

3. 'Reinvigorate' Parnell

- IWI inclusion – Paul mentioned the issue of including iwi and bringing in mana whenua into the reinvigoration process was raised at the previous meeting. He said this is happening on 14 December with an additional focus group. Jeanette said she will attend this session.
- Review of past sessions – Cheryl asked for feedback from those who attended a focus group.
 - 11th, Doing Business – Paul van Dorsten said he found it very insightful in terms of why did we choose Parnell to do business in. And cost effective things to do to get small gains in the precinct to make it viable.
 - 12th, Residents
 - 17th, Landowners John C - issues of rent brought up provided an opportunity that could go back to landlords if it is too high. Martyn said that once we have plan we can then target appropriate landowners. For him it clarified what those in the industry already knew. John B said he found Sue good as a facilitator. Members discussed landlords who have been around too long and have unrealistic expectations of rent and how much to charge and it was felt this will take a long time to change this.
Paul S said he felt one of the primary concerns for Parnell was the retail strip itself.
 - 19th, History, tourism

Cheryl mentioned how positive the groups have been and the emphasis on a 5 -10 year focus added value. She said she has battled to get attendance but part of this could be attributed to the time of year. However, all groups, even though small, have provided robust and quality discussion from participants.

Sessions to come:

- 3 Dec: Retail and hospitality – 3 x RSVP's to date. Dana said he would send out an email to Hospitality and mentioned that this is a bad time of year for them.
- 9 Dec: Council and infrastructure – 4 x RSVP's to date
- 10 Dec: Education and non profit – 5 RSVP's to date
- 14 Dec: Mana Whenua – 5 x RSVP's to date

Cheryl asked for members who had not attended a session to please do so. Those who have not yet RSVP'd or attended a session included Dana, Hamish, Kelvin, Ricky. She has made the next 3 sessions at 4.30pm. Paul added that we need to attend one each so we can hear what others are saying.

- Costs – Paul talked about the cost of the process from rebranding into a more broader strategy document. He explained we had a budget of \$15,000, but to get a broader view we will need to spend another \$5,000. He wanted to flag members to the new year for this. Paul said he wants to see a 5 year plan so we will need to put in this additional amount. Funds later in the year will be able to cover some of these costs. He asked if there were any objections.

Cheryl said she and Paul are in the process of finalising the budget next week for this. She mentioned that we are still sticking to timeline for the document. It will be online just before Christmas and will go out for wider feedback in January/February.

4. Security feedback

- Store Watch will be launching next week, a bit later than we thought. Cheryl said she is in the final stages of getting approval from police in terms of documentation.

- CCTV New Scope of work and RFT
Martyn explained that we have commenced the preliminary stage. A lot of businesses have CCTV already in their buildings and we need to see how we can tie these in together in Parnell. Bill Groves (independent security consultant) is reviewing a new scope of work and he will revert with a quote. Phase 1 is to get a survey form so we can go to landlords to see what kind of systems they have in order o future plan.

Paul noted that we want to design a system that we want in Parnell and then pit the steps in place to achieve this. Jason asked if we were envisaging a network or a backbone with relevant connections? Martyn said we were looking at both options and also at the potential that initial stages may just be entrance and exit monitoring with number plate recognition.

Cheryl invited members to join her at a visit to Otahuhu, where she felt there could be significant learning from their experience.

5. **Category Promotions** – Cheryl provided an update to members.

- Christmas
 - Lighting - in Heard Park this has been put up on front of building facing Parnell Road.
 - Our Christmas travel competition has been launched and entries are coming in.
- Chinese Zodiac
 - Have met with the Chinese Consulate and ATEED. The Consulate is very supportive of our idea and have offered to lend us lanterns. Additional meeting had been held with ATEED around their logistics and they facilitated several introductions e.g. Lion Dance Troupe, Consulate. Cheryl said she has also met with ATEED's communications team. She mentioned that it is good to feel affiliated with supportive organisations.
 - Sponsorship status – now a bit tricky as ATEED have their sponsors as we cannot approach conflicting businesses. Cheryl mentioned that we had to turn down a potential interest from Century 21. We could still look for smaller sponsors for smaller amounts.
 - Barbie provided an update of the monkey molds – they are arriving this week; we have great support form the galleries who are sourcing artists; décor outlets and high end jewellery outlets have been approached to exhibit a monkey and they are keen.
 - Cheryl said we would like to spend \$3,848 on leaflets to the tourist industry over the period of Chinese New Year. She has sourced quotes from Jason's distribution to all hotels, plus doing i-sites at the airport and Queens Wharf.
 - Charity – Cheryl said we need to confirm this ASAP. Paul S said his preference would be something in Parnell. John B said the Kelliher Trust would be a good resource to ask and he will touch base with them. Paul S asked members for ideas between now and Friday to be sent in.
 - Tourist marketing leaflets - Carey asked how we would mesasure if this was effective. Cheryl said she had commissioned a Marketview report for the 2 week period, but there was not way of knowing if the leaflets specifically had been effective. Paul V asked if we had considered getting retailers to fund this and add their own advertising into this. Cheryl said we were looking at a map, but could look at voucher system as well.
- Hospitality – Cheryl spoke about NZ Best Dining/Renault and waiters race in 2017. She and Dana are meeting next week with them. Paul S said this would be a major hospitality promotion for Parnell Inc. next year.



6. **Other Business**

Cheryl explained at the recent AGM that Toby Lerew had questioned the marketing spend. Toby has come up with the idea to approach the Catholic Church to see if they will relinquish some of the parking for a fee e.g. 1 hour free parking as he feels customers should have some free parking. Kelvin agreed that this has merit and would get back to Toby to cost out.

Paul asked the committee which working groups they wanted to be involved with as there were still gaps.

- Martyn has agreed to drive security; Dana to work with hospitality; John C and Jason with AT issues. Jeanette, Mary, Carey, Ricky, Dana offered to work with branding to help get things to happen and follow through.

Paul said that retail promotions is another area that needs working group involvement.

7. **Council Matters – nothing to report on**

8. **Financial reporting**

Cheryl explained the monthly budget summary report. In September, the committee approved all items in the budget, excluding the discretionary spend and said her responsibility is to report on any variances concerning these/receive approval to spend. Paul S noted that the discretionary spend has now gone down from \$102,000 to \$88,000.

It was noted that a reduction in allocation for business development and networking supported the increase in staff costs, following the approval for Barbie to go into a full time role.

Cheryl said the latest forecast of projected income and expenditure includes projections till March 2016.

Resolutions moved:

To approve Grant Hewison for BID Review feedback \$862;

A potential \$5,000 increase for Reinvigorate Parnell;

Tourist marketing leaflets \$3,848 (for hotels in and around Auckland, i-sites), one month insertion costs for 7000 leaflets, 70-80 venues.

Moved: Carey Seconded: Dana. All in favour

Paul thanked Cheryl for her work during the year and presented her with a hamper as a thank you.

Meeting closed at 5pm

Next meeting 26 January 2016