



MINUTES: Parnell Inc. Committee Meeting

26 January 2016

Jubilee Building, 545 Parnell Road

Welcome: Paul Spackman

Apologies: Dana Johnston, Hamish Lewis (away)

Absent: Ricky Reddy, Jason Galea.

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Jeanette Paine, John Bardebes, John Coutts, Kelvin Ricketts, Martyn Hamilton, Mary Gordon, Paul van Dorsten

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

The minutes from the November 2015 meeting were approved.

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

John Bardebes asked to table an item at the end of the meeting under 'Other' business.

1. Monkey business & Chinese New Year event update

- Cheryl provided an overview of the Monkeys and the background to them, introducing some of the characters including Jack (by Trelise Cooper), Golden (by Isaac Katzoff), Koro (by Erin Simpson), Artie (by Simon Williams) and Mimulus (by Paul Coney). She said that 29 of the monkey artworks had arrived, with 1 to come this Wednesday.
- She explained that the flags would be installed on the weekend.
- She explained that the promotion would be different for Parnell in many aspects, one of them being retailer participation. Cheryl explained where the monkey artworks were to be exhibited, with the exhibition date being 6-21 Feb. Lion Dance performances were scheduled for Saturday 13 Feb at 12.30pm and 2.30pm in Heard Park. The auction of the artworks will take place on Sat 12 March and ATEED's Lantern Festival from 18-21 Feb in Auckland Domain. She mentioned that Webb's auction house has been bought out by Mossgreen (Melbourne), who have a good reputation.
- Cheryl mentioned that the marketing targeted tourist i-Sites & hotels; there would be street banners and Chinese lanterns in Parnell Road, Carlaw Park and the Strand; Ads have been placed in Verve, The Hobson, in The Chinese Herald, Mandarin Pages, Viva and The Weekend Herald.
- ATEED had also placed our information on their Lantern Festival brochure (40,000 print run) for free - (only Parnell Inc. and SkyCity featured over and above their own event.)



- Other promotional items and PR noted as follows:
 - The adult colouring in sheet that would go into cafes, with the pencils sponsored by Mighty Ape. Design had been created by Wei Lun Ha.
 - Online parnell.net.nz - over 40 pages created on our website – every monkey has its own page, plus competition page, Lion Dance page and event and blog pages.
 - For publicity Cheryl said she has sent out to over 70 on the press list – so far Hobson, Eye magazine, Verve, Mandarin Times, NZ Herald, Chinese Herald, Denizen EDM are promised.
 - She noted an extensive social media campaign planned with NetBranding.
 - A \$1000 Voucher from Mighty Ape had been sourced – Cheryl explained the ‘Find the Lantern Monkey’ competition with clues being strategically placed in every block. Entering would be online and leaflets were being sent out to schools.
- Kelvin asked if TV have been included. Cheryl replied that the Paul Henry morning show had said no, but TV33 had indicated interest to come on Sat 13 Feb for the Lion Dance.
- Paul Spackman commented how blown away he is with the quality of the monkey artworks and hopes we get people to the auction as they could potentially raise good money. Cheryl said the galleries and others would send out details to their databases and we would use our promotional channels. He asked if we were providing material to StarShip to send out – Cheryl said yes.
- Jeanette complimented the team for doing this promotion before anyone else does. Paul asked Jeanette if she could put it through the Museum online channels, to which Jeanette replied that it could not go on their website, but could possibly be distributed via their EDM if we to send the info to her.
- Kelvin asked if the monkeys were all signed and numbered and if they will have a signed certificate with them, signed by artist and Parnell Inc. Cheryl said not numbered but signed. She also mentioned that we are looking at the Terms & Conditions of Webb’s auctions. Paul said we are looking at this to make sure we are covered as the ‘vendor’ of the items.
- Paul van Dorsten asked if Webb’s were getting a commission – Cheryl said no, they are doing this for free. Following discussions with Webb’s, Cheryl explained they had recommended a minimum bid of \$500 per monkey. Paul noted that if we don’t sell them, we technically own them.

2. **‘Reinvigorate’ Parnell**

- Highlights and common themes. Paul Spackman introduced document to the Committee for discussion.
- He explained the document was prepared by Sue and then partially edited by himself. He said the intention of the document initially was to be a brief for a branding exercise but it has turned into more of a strategic document. Committee members need to see the document in this light. From here we will draw out what we want for the branding. He does not want to put it out in the public domain as is, as it is far too long.

Feedback from committee members on the document:

- Kelvin commented that he felt the document missed the point of a brief for ad agency to come up with a redesign and repositioning and that it has told us what we already know – but not really anything new.
- Jeanette said that she would probably have taken the document to the depth Sue did as an agency following a brief, may wish to have additional background. She said she felt it pushes the buttons strategically. She asked about the definition our primary target audience/s as she didn't get a sense of who we are aiming at from the document.
- Carey said he felt the same – we are trying to be everything to everyone. He wondered if it prioritises the target audiences better, adding that maybe it's a timeline issue.
- Mary said in her opinion there were real mixed messages in the document – retirement on the one hand and then young and upmarket on the other and these points needed clarification and focus.
- Martyn said he thought it delivered what we asked.
- John Bardebes said with regard to stakeholder comments, he was not happy with the public reading them verbatim as they could convey the wrong message e.g. 'gee it was fab in 70's but now.....'. He felt the way the document portrayed Parnell it felt like it needs to be competing with places like Britomart and Ponsonby. He felt we would never be able to compete and should seek to complement and differentiate.
- Paul Spackman moved on to to discuss the next actions
 - Target Audience
 - When evaluating the future audience of Parnell, Paul suggested it's not the 55-65 age group. He suggested the future is 35-45 year old entrepreneurs – those that will bring and generate wealth in Parnell. The document does talk about the younger generation, but that is still to come. We need to think about 35-45 age group – what are their needs, and what's available in terms of services, food shops etc.? He said this is the target audience which has to be the focus. They come to work, live, play and shop. These are the ones that in the long term, are going to drive Parnell.
 - Cheryl said she felt the prime target audience group should also be current residents and Parnell employees, but this is not in the document. Their spend is between 2-5% of disposable income and there was a big opportunity to 'fish where the fish are' and see how we could increase their spend. Carey agreed and said we should see what we need to put in place to increase this spend.
 - Mary said we should not exclude the 45-65 year olds, high-net-worth individuals who live in Parnell, but are not spending in the area, as there are very few upmarket restaurants and shops to meet their needs.
 - Carey said he felt the topic of who the prime target audience is needs debate.
 - Paul Spackman agreed we still do need to cater for current audience, but not revert back to the 70's night clubs.

- Paul then commented on the visitors to Parnell, both domestic and international, noting that we are not targeting just the economy cruise market. When thinking about those visitors coming in the future, there were opportunities to think about such as bike trials, mana whenua sculpture trails, people coming in to experience things e.g. native bush in the area.
 - Paul noted there are many positives emanating from the document – location to CBD, our history (European and Maori), great restaurants and bars, great business clusters in Carlaw Park, St Georges Bay Road, The Strand, developments such as Parnell Station, Summerset retirement development, The Auckland Museum & The Domain. The weakest element noted is Parnell Road.

- Retail & Hospitality
 - Paul Spackman said in comparison with Ponsonby, Britomart or Newmarket; that Parnell should be more of a destination for hospitality with great food offerings. Core convenience – a gourmet grocer, deli, and other convenience stores are needed. We need cool & funky stores, to complement the décor and gallery categories, which are the strongest of our current mix.
 - He said the connectivity issue constantly surfaced in the document. Parnell has good external connectivity to the CBD. Issues with lack of bus services to St Georges Bay Rd are being addressed. Parnell Station has significant future importance. Another issue is the separation from CBD/Vector to St Georges Bay Road.
 - Paul Spackman addressed the question of how you physically get around Parnell, mentioning that this came up in every focus group. We need links between the Museum/Station and Station to Parnell Road, the village to St Georges Bay Road and The Strand, as well as the Rose Gardens and Carlaw Park.
 - Cheryl mentioned that one thing that had been discussed previously was a shuttle bus and how this could facilitate connectivity.
 - Innovative way-finding opportunities could be explored to tell our stories and show off our parks as well as apps available for tourists.

Branding – Paul said our current brand has lost its focus and is less relevant to the larger precinct. Plus, it had been used differently by a succession of managers over time. Sue's document acknowledged some good base work done on the current positioning of 'the creative quarter'.

- Committee feedback?

Paul van Dorsten asked several questions. What is our goal? Where will we be in 10 years time? What can we do now that is cost effective and will attract people? Sometimes small and relevant things to focus on such as footpath signage or promotions such as Chinese New Year (monkeys), were the most tangible.

Cheryl suggested that we should define our primary, secondary and tertiary audience. She commented that in terms of connectivity and walks, much of the work has been done already, but it needs to be marketed.

Jeanette said – Redefining the whole precinct is needed as some would think we only represented Parnell Road.

- John Coutts said Parnell has several personalities, so we have different audiences at the same time. Carey felt it was in danger of becoming several villages. Mary said the new St Georges Bay Road developments could take the focus away from Parnell Road. John Coutts suggested we could have several different brands, but others disagreed. Mary said it must be one brand for Parnell.
- Paul Spackman said the one thing that came through in all focus groups was concern of what happening along Parnell Road, with vacancies and undeveloped sites.
- Kelvin asked what the timeframe was for the document going to a public forum. Cheryl said originally it was December, then January, but now it will be after the monkey exhibition. Kelvin said he believed it needs to be done within a year.
- Paul Spackman said what we need to do is produce a document from this that sets out clearly the points most of committee have already made – what we can do in the short term/long term, who the target is and how we can measure it. Timelines would make sense of the wide range of objectives. Then we need to chisel it down so that it is easily digestible for public feedback. A branding brief was the priority. Cheryl will design a brief. She noted the importance of the initiative being from Parnell Inc. In addition she would produce a digestible format for public feedback.
- Martyn asked if there were other examples that had brought together diverse precincts like Parnell. Cheryl gave some city examples e.g. Wollongong, Paramatta and said she would circulate links to other examples shared in the Australia conference. A good example was Cork in Ireland.
- Paul van Dorsten asked what the outcome of the public feedback would be used for?
- John Bardebes said we need to capitalise on the monkey event – small promotional things first. We could lose a lot of time if we don't. John also noted that it is a fluid, moving target as the market is moving rapidly in Auckland.
- Carey commented that while there had been several groups consulted, he wondered if the attendance had been representative? Cheryl responded that we had over 50 people in all the groups (which was our initial target). Paul Spackman noted that in addition Sue had done several one-on-one interviews, so he was comfortable that she has picked up the key points for us. Carey also questioned the format of the final document, suggesting that it did not align to timelines.
Paul Spackman agreed and said the document is written in a 'silo' format in order create recommendations in different sections. He mentioned that Sue talks initially about 1,5,10 year horizon, but that is never referred to later – so this is what is missing to contextualize initiatives.

Carey asked if it needs to be rewritten for public viewing? Paul responded that no he was not having Sue's document rewritten, but some of the content would be 'repackaged' for public engagement, with the full document available for reference to those who wanted.

- Paul van Dorsten said this document could support our petitions to Council in terms of where we want to go, but it doesn't address what we need to do 1,5,10 years.
- After much debate it was agreed that the biggest shortcoming of the document was that it needs to be chiseled down into concise objectives aligned to timelines and target audience priorities.

3. Review working groups

Cheryl presented a recap of our strategic pillars and working groups in the following areas:

- Auckland Council & Transport
- Security & Crime Prevention - CCTV
- Branding and Marketing
- She noted her dilemma around the delivery of Christmas and what was appropriate for Parnell. Kelvin said we do not have the finances to do anything big for Christmas, adding that on Boxing Day and much of the holiday period, everything was closed. He said he felt the travel promotion we did over Christmas was the best Christmas initiative we have done to date. The delivery of Christmas needed a working group.
- Cheryl said two new working group opportunities areas that came from the document were:-
 - Connectivity – this needed a working group to further objectives such as a shuttle service, walks and conservation of natural places.
 - Heard Park was the second one. She noted she is of the opinion that we need weekend activation in Heard Park, e.g. a market but not a food market. Paul Spackman noted there is also Fraser Park to consider.
- Cheryl noted that a working group for B2B meetings is less of a priority currently as we are getting a good response.
- GAP Analysis, Cheryl noted that Mary Gordon & Michelle Padgett were participating on this initiative.
- Paul Spackman spoke about a property owners group – Martyn said that the biggest problem is Parnell Rd, not other streets. He felt the report misses this. It is a major problem and to remedy it is a big task. He felt that the majority of agents really don't care who they place as tenants. We have to target landlords that own substantial Parnell properties and try and get alongside them. Otherwise we will see 10+ leasing signs going up soon.
- Paul van Dorsten said he believes we are trying to do too much. If we were to choose to focus on 3-4 objectives, what would they be?
- Paul Spackman reiterated that our current priorities are the rebranding

(although it's developed into something much broader), CCTV, as well as events like Chinese New Year, that are going to put Parnell on the map. Cheryl said ultimately the tenant mix is one we have no control over, so the GAP analysis was crucial.

- Carey asked for clarity as to our campaign promises and what need to be achieved this financial year for CCTV? Paul van Dorsten asked how we highlight the core things we need to achieve without diminishing the resources that are limited. Cheryl said she is comfortable with what is to happen this year, but then for 2016/2017 and future years we need to agree the priorities given our financial and people resources. Carey said we need absolute clarity. All agreed that future years need decisive planning.

4. **Advocacy/ Transport**

- Parnell Train station, how do we take up this fight?
- Cheryl said this is flagged as a priority for the following year with questions as to how address the stalling tactics from AT with so many parties involved. - Kiwirail responsible for the installation of the old Newmarket station building; the fight between Cowie Street residents and AT as well as budget restraints. She said there will need to be a lot of lobbying from us with Auckland Transport, and we need to continue to liaise with the Summerset Group.
- A meeting had been held with NZTA regarding their proposal to extend a section of the footpath along The Strand. In this meeting the affected businesses in The Strand addressed their concerns. NZTA had agreed to revert with new designs and we were awaiting this information.

5. **Security feedback**

- John Coutts and Martyn provided feedback on the visit to Otahuhu Business District. They told the Committee that their system was really impressive with 71 cameras. The comprehensive CCTV system there has eliminated many of the issues they had. They felt Parnell issues were different – primarily related to tenant shoplifting issues and cars broken into. The potential could be to install cameras at certain entry/exit points of the suburb as a first step and to talk to landowners who currently have CCTV to see how we can work with them. We will be developing plan this year, with possible links into the police or live monitoring. Our linking into Newmarket monitoring is still on the table for discussion.
- Bill Groves is to provide a new Scope of work and RFT. He is an independent consultant who will get us to the point of sending out a tender request.
- Cheryl said a survey template will be sent out to all members – and requested all committee members to please complete them.
- Graffiti Solutions – Cheryl noted she had received a proposal and it was in the Dropbox – we asked for a quote on smaller requirements compared to Newmarket. Currently Raimond gains permission from landowners to report

to council and this was going quite well, so she felt there was no need at this juncture to employ the services of Graffiti Solutions.

6. **B2B's**

- a. Southern Hospitality – Cheryl noted there was a great turnout for the November event, and all enjoyed the novel presentation of the food. Paul Spackman said felt many attendees had been unaware of Southern Hospitality before, so it showed what businesses we have tucked away.
 - b. 24th Feb – Dawson's and Co.
 - c. 16th March – Refresh Renovations and Zones
 - d. 20th April Fuze Interiors
 - e. May TBC – possibly Next Gen/Tennis – who are doing a funding drive (this has been mentioned in the latest printed newsletter)
 - f. July – Marketing Association
- Paul Spackman further stated that it is Important for committee members to put these dates in their diary, as it is important that we attend. He feels B2Bs are fundamental to help growing a business.

7. **Council Matters**

- Nothing to report.

8. **Financial reporting**

- To ratify the approval of Bill Groves Part 1 of his quotation. Budget allowance \$14,500, Full quote \$8,880 plus GST, Paul and Martyn gave the go ahead on phase 1 for \$4,200 pre Christmas. Paul said he had given go ahead prior to this meeting so they could get started.
- To approve the continuation of NetBranding online PR and social media contract \$1,500 ex GST pm.

Proposed: Mary Gordon; Seconded John Bardebes. All in favour

9. **Other Business:**

- John Bardebes tabled a discussion on local body election and Bill Ralston who is intending to stand for Council/Mayor.
 - Some Committee members felt that there could be a debate between Mike Lee and Bill Ralston on perhaps how they could help business in Parnell. This would be discussed further as we need to be 'a' -political.
- Kelvin – asked if Toby Lerew had come back following his comments at the AGM and parking. Cheryl said no he hadn't, although Toby had offered free parking to the public for White Night on 12 March at the Catholic Church.
- John B asked about the unsightly sign outside the Trinity Cathedral, which is on an historic wall. Cheryl said she would follow up on this.

Meeting closed at 6.00pm

Next meeting 23 February, venue to be confirmed