



MINUTES: Parnell Inc. Committee Meeting

18 June, 2015

Parnell Inc. Offices, 323 Parnell Rd

Welcome – Paul Spackman

Apologies – Rebecca Foley, Kelvin Ricketts, Martyn Hamilton, Hamish Lewis, John Bardebes

Attendees: Paul Spackman, (Chair)

Committee: Jason Galea, Dana Johnston

Parnell Inc. - Cheryl Adamson, Nickala Metcalfe, Barbie Jones

Auckland Council –

Paul Spackman officially welcomed Barbie Jones

The minutes from the May meeting were approved. Moved by Jason Galea, Seconded by Dana Johnston, all agreed.

1. BID Expansion Recap

- BID Expansion - ratification was approved by Waitemata Local Board
- Sponsors letters – Paul agreed to get this completed.
- Email membership validation/sign up website, will go out Wed 1st July
- Email security commencement, will go out Mon 6th July
- Printed newsletter, will be dispatched Mon 6th July

Cheryl explained the rationale for a printed newsletter over and above the email newsletters we send out. She elaborated that the first newsletter will contain business information such as the station, advocacy issues, networking opportunities and relevant information for new members.

Dana queried costs and readership numbers and the potential engagement levels, as well as how this reflected the Parnell brand. He queried whether it would not be preferable to have a full a community magazine such as Ponsonby News, which he found engaging? He asked if we had anything in place for monitoring the uptake and readership.



Cheryl explained that print, distribution and design would cost \$3800 total. She also showed examples of other BID newsletters. Newmarket's uptake on this has been good and they are expanding. Ours would be a stepping stone with a vision to eventually expand into a magazine, but to do this we would need a regular set of advertisers first. Paul asked if Parnell Inc. could potentially join forces in the future with a local publication such as The Hobson or Verve.

Cheryl noted again that at the last committee meeting in May, it was discussed that we need to be more vocal about our policy successes and that this needs to be in print for new members as they are going to have high expectations. John Bardebes and Martyn had both vocalised this at the previous meeting.

He also asked what we have committed to? Cheryl answered that we are in the design and proofing stage. The distribution would be door to door but not post. The intention was for the next issues to run again in September.

Dana commented that he thinks the concept needs to be more 'global/sexy' and he is worried about putting the brand on the front when it's going to change. He asked if it was not possible to start the rebrand strategy sessions before doing something like this.

Cheryl responded that at the last meeting she tabled a full strategy around the 5 campaign promises and discussed the need for a full engagement strategy before we go into the repositioning brand development. This facilitation wouldn't take place until say, August, and the new brand not until January. During this time we still needed to continue under the current brand and would adapt the strategy accordingly following the rebrand.

Cheryl reiterated that at the last meeting discussion was on informing businesses of members services and what they were now paying for.

Paul suggested that we continue with current newsletter as planned, not put "issue 1" on it and present it as an initial update. Then follow up with a survey of a sample of 20 businesses to get the feedback to see who received it, read it, recollected it. He agreed that it is important to get the message out at this stage and see after the first publication.

Dana said this edition should be a heartfelt "thankyou, welcome onboard, here's what's happening"; personalise it more, but he did not approve of the front cover. Cheryl responded that the content was exactly that, but we could not achieve the print deadline if we needed to redesign the cover as she was going on leave the next day. Cheryl agreed to send the content for Pauls review.

- Several pages on the website need updating re membership and the expansion. Cheryl said she would attend to while on leave. Paul expressed concern at Cheryl having to do this, but she reiterated the need to get this completed before the welcome emails go out.

2. Security appointment and contract

Paul noted that the committee need to review the final documentation regarding Global services, and need to pass a resolution in this meeting to proceed. Jason asked if we have documented the comparative costs – and Cheryl replied that we had. Jason also suggested that prior to signing the contract we need a lawyer to review. Paul and Dana agreed.

Paul said if Cheryl sends through the document, he will approach Sue Wyness to do this. He will also ask Martyn to send through any notes and comments. If Sue is not around then he will approach Rory MacDonald.

Paul put forward a proposed resolution stating that subject to legal approval, based on reported recommendations from the subcommittee, that the Chair has the authority to sign the contract with Global Security so they can commence on the 1st July. Dana agreed and Jason seconded.

3. Insurance quotes

Cheryl explained that we are taking cyber insurance in addition to the current office contents and public liability. Our current insurance expires on the 26th of June. Cheryl sourced 3 quotes with Crombie Lockwood being the cheapest. Paul asked if a resolution could be passed that the Chair can approve the final supplier, providing their cyber security is deemed acceptable. Cheryl was tasked with doing final comparisons and would revert to Paul.

Dana agreed and Jason seconded.

4. Council Matters and AT

- Parking Management Plan, Parnell

Jason reported back from meeting with AT that he, Cheryl and Luke from PCC had attended. The next step in the plan was that AT will do an assessment on the quantity and utilization of parking spaces in Parnell. They will then prepare a plan for additional restricted parking in Parnell to reduce the use of all day parking by commuters. This won't happen until later this year/early next year and we are waiting for AT to give us some timing. He feels AT are heading in the right direction but that it will take a long time. We also want to understand from AT if them investing in a public carpark would be possible. Apparently AT approached Kiwirail to buy that space and that would be an ideal location.

- Auckland Transport Bus Lanes St Stephens Ave, commence June

Cheryl explained that there will be priority bus lanes from 4-6pm on the Southbound side only, despite opposition from Parnell Inc. and businesses. All agreed this could create major traffic issues.

5. Budget 2015-2016, required approvals

Cheryl explained that although she has a presentation ready, she doesn't want to present it until the whole committee is there, however the following items needed urgent approval. All agreed.

- Operating costs – rent increase, 3 year review

Cheryl explained that the rent is up for review; going up 15%. With current rent of \$833, this is a good location, serving its purpose. Kevin has mentioned that Amber Whitecliffe would like the space so there is room to move if we want. Cheryl is to send a copy of the lease to Jason & Paul who will review. Cheryl was to ask Kevin for a full copy of the rental assessment from the valuer as per his letter of 16 June.

- Security Plan – as per previous resolution agreed
- CRM & Membership Communications –
 - Cheryl explained that current exploration into a variety of CRM systems is underway. Dana suggested contacting Craig Meek of 'Suitebox' as well.
 - The newsletter would be put on hold till Cheryl returned from leave
- IT/Website
 - Cheryl tabled the issues we have been having with the website which pertain to space and security. The meeting agreed that shifting the hosting to a cloud-based server seemed the correct thing to do.
- PR & Publicity

Cheryl explained that within the PR allocation, we were looking at 2 areas – some support regarding press publicity from time to time and some social media and SEO targeted online support. To this end she presented a proposal from Netbranding explaining that they have done a lot for our website and provided a lot of free support to date. Dana reverted with another possible recommendation. This was left for further discussion.
- Category promotions
 - Décor

Cheryl explained that Textures of Parnell is evolving to include more retailers and wholesalers this year. The committee have approved the concept and the only debate was media. She presented the quotes from Denizen and Verve and Bauer, explaining that this had been taken to the working group who had preferred the Denizen option. If we go with Verve we would have to charge participants \$250 and with Denizen \$500 – they agreed that Denizen is still the preferred choice. Dana agreed. Jason expressed concern over how committed we are to Denizen given the number of participants required. Cheryl explained

that Barbie and Nickala need to sell the space by 6 July and get the right quantity onboard, in order to commit. We have the option to downsize to a minimum of a three page spread/4 total pages at a cost of 20k. Paul moved that subject to acquiring the right number of people, yes we have the budget of \$15k (ex GST) to go ahead and spend on this. Dana seconded and Jason agreed.

- Artweek

Cheryl brought ArtWeek to the committee's attention and explained that we are committing \$3,000 and would like to contribute an additional \$2,000 so that we can improve the attendance by getting activation in Heard Park. Nickala and Barbie have met with Whitecliffe, and would be talking to artists Wei Lun Ha and Pop.org.nz. Paul moved that an additional \$2,000 to improve the installation and affect in Heard Park, is approved to be spent this year. Dana seconded and Jason agreed.

- Christmas

Cheryl referred to 2014 efforts as being lacking both budget and impact. The garlands are tired looking, flags frayed (approx. \$9000 to get new ones), tree lacks impact. With a budget of \$50,000 we would only be able to provide the basics, without much impact and wouldn't serve whole of Parnell. At the last few committee meetings it was agreed, particularly with Kelvin, to not do an event and that it might be best to proceed with just décor.

Paul said that we should forget about spending \$15,000 on the tree but that we should do banners down St Georges Bay Road and Parnell Road as well and that we need to push the fairy lights idea. Dana agreed and said unless we are actually activating the whole area, that a single small event is a waste of time – it would be ideal to let people experience a Christmas in Parnell with some kind of activations all around. Cheryl reminded the committee that we could still donate the tree to the Cathedral. Paul moved that the tree not be done this year. All agreed.

Cheryl explained that we don't know what Kevin is planning this year. Cheryl was tasked with getting quotes on additional fairy lights and banners for further discussion.

6. Working Groups – feedback discussion

Cheryl brought Dana up to speed on what the working groups are, based on the last meeting. One of the working groups would need to be around the repositioning of Parnell Inc.

In terms of hospo, she said a working group here should decide what the next hospo promo would be and if they should repeat 'Tennis' or not. She mentioned Nigel from

Woodpecker but was not sure if he would be happy to be on a committee. Dana agreed saying that he knows them well and it would be better if he dealt with them directly. Cheryl asked that Dana think about who he recommends should be on the hospitality working group. Dana agreed to head the Hospo group.

Paul suggested that he ought to be involved with the branding group as it's an overarching issue. All agreed.

Cheryl explained that she is looking for assistance with networking groups to improve our current attendance.

Cheryl explained that the tenant mix working group is also a concern for her. She has made some suggestions and Rebecca has made some suggestions and is happy to sit on this group.

7. Mainstreet conference, Sydney, 21-24 July

Paul explained that Cheryl asked to go and he and John agreed that it would be useful. The total cost would be approximately \$2200, including airfares and accommodation. Cheryl noted that one of the biggest topics at this conference was around branding.

8. Nickala maternity leave, Cheryl confirmed that Nickala's last working day would be 10th July.

9. Other

Paul reminded the meeting that by the next meeting we need to know who is standing for the committee at the next AGM and who intended to stand down. We currently have 3 vacancies.

Next meeting 28th July

Paul closed the meeting at 6:30pm