



MINUTES: Parnell Inc. Committee Meeting

Feb 24th, 2015

Jubilee Building, 545 Parnell Rd

Welcome – Paul Spackman

Apologies –

Attendees: Paul Spackman, (Chair)

Committee: - John Bardebes, Kelvin Ricketts, Jason Galea, Hamish Lewis, Martyn Hamilton

Parnell Inc.: - Cheryl Adamson, Nickala Metcalfe

Parnell Inc. General Manager: Cheryl Adamson

Auckland Council – Christopher Dempsey apologized for being late

- a. The minutes from the January meeting were approved. Moved by Jason Galea, Seconded by Martyn Hamilton, all agreed.
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1. Cheryl highlighted the recent Marketview performance results as follows:-

For the first time in a rather long while, the turnover of the last quarter of 2014, as measured on card purchases and transactions in the area, was up 6.4% compared to the same quarter in 2013. This should be seen in the context of the turnover on card purchases as measured for the whole Auckland region, as increasing by 5.4%. The number of transactions for the same period also increased by 6.5%, while the average transaction value remained relatively stable.

On the 6th Dec, the day that Parnell Village and Parnell celebrated Christmas, was the second busiest week in 2014, and spend on the Saturday as compared to the same Saturday in 2013 was up by 2.2%, while there were 5,100 more transactions that day (an increase of 13%).

2. Update promotions and events

Cheryl gave a quick overview of the following, noting that the detail was in the monthly report.



White Night, 14th March

- 18 installations have been confirmed
- Radio will support the marketing effort.
- Webb's had indicated they would contribute around \$1500 towards the map, but have reduced that to \$700.
- The budget is really stretched and any approaches to galleries for a few hundred dollars to support the artists have been futile – yet they all want the event to take place.
- We think our biggest competition for this will be Remuera, as we know from the media they are advertising and using Jillian de Beer to curate – who gave us a quote of \$50K.

Cheryl mentioned that she is talking to various people about the potential of a Parnell Arts Trust to support festivals like this as many of the other BIDS tap into them for art events. She has initiated the discussion with Rosemary Eady and Jonathan Grant.

John Bardebos mentioned that Kelliher Gallery in York Street is apparently going to be open for White Night and suggested they would be good people to talk to as they have a charitable trust. Paul confirmed that before anything we would set out our objectives etc. and Cheryl confirmed that Rosemary was going to chat to her husband to see if he would be willing to draft the initial legal document for free.

Décor next steps – an initial brainstorm meeting has been set up with George Isles and we would also like to include Carol Mortimer from Alfresco and Hamish.

Mid Year possible promo – House of Travel – this is dependent on whether or not they can come up with a decent prize, but we have had initial meetings in this regard.

Christmas

- Cheryl reported that we need to have a rethink re Kevin/City Construction – he is unhappy that their name was not mentioned in article covered in The Herald.
- The recommendation is that we just focus on planning for Heard Park and set up a working group to get started. Cheryl/Nickala to supply budget and objectives. Kelvin to head up working group – other possible committee members could be Hamish and Rebecca, but the idea is to reach outside the committee members as well, so we can spread the load a bit.

B2B Events

- Cheryl distributed an initial plan for various types of events, highlighting that we will have to keep them low key for the next few months until we have more budget.
- Breakfasts. We would like to have 'Breakfast' x 4 times a year as it would be better than the less popular 9am slot: speaker ideas include the Prime Minister or other prominent speaker and Breast Cancer Foundation.
- 9am slots. Current considerations are Meltzer Mason (potential host/speaker). Crime Prevention March slot has attracted complaints from certain businesses e.g The Parnell, who find this inconvenient and we will possibly set up some additional times.



- Business Showcase – this will be the more social after 5 format with drinks. Following the expansion we would concentrate on businesses in the new area.
- Seminars – ideally 2 per year would be great – potential themes digital and tourism – all TBC.

John mentioned that Hamish Firth would be a great speaker for a breakfast as a follow up on the Unitary Plan.

Paul suggested that we have a back up plan if we want to approach the Prime Minister in case he has to cancel.

All committee members were asked to pass on ideas for any speakers.

Council matters – LTP (long Term Plan)

- 26th at 6pm the Local Board are going to give us some insight into the LTP. The meeting is to be shared with the PCC (Parnell Community Committee)
- Cheryl indicated that she has asked Grant Hewison to help us with part of the submission,.
- We need to understand Station 'commencement of works'
- Want to ask for at least 1 festival and a sculpture in Fraser Park

Jason, Martin and Paul may be available to go to the LTP meeting with Cheryl.

Cheryl noted that we need to understand that from now on, the local board will not have any discretionary income. So if we want to ask for money, or street improvements, festival support, sculpture etc. then we put in those requests.

3. BID Expansion

Cheryl drew attention to the notes in the monthly report from her meeting with the new BID Advisor Claire Siddens. Of particular concern was the fact that Claire says it is very inadvisable to change the boundaries now since we have published. The local board would have to be notified as it would change what they had approved and could open avenues for other requests to changes to the designated boundary.

She also noted that Claire said we can have ballot boxes in recognised public facilities but nowhere that we can be seen to be influencing the vote.

Security Proposal Global Security

Cheryl described the offer we have received from Global Security for a free pilot programme which would include both mobile car patrols as well as a person walking around the EVL streets. She did state that the previous companies who had tendered on the CCTV proposal, had been offered to opportunity to re-tender based on 100K per year for mobile patrols as a brief. This needed to be done to ensure fair business practice. The committee agreed that a visible presence during the canvassing period, may assist our campaign a lot.

John said that we could approach the press for another article following such an initiative.

Cheryl confirmed that she would not be making this decision on her own, and would be involving Callum and Bill in the meeting. It was agreed that if we accept the offer that we need to state that it does not place us under any obligation to give them the contract. Cheryl confirmed that the documentation would be approved by Paul before proceeding.

Canvassing/ database

- Cheryl confirmed that Auckland Council had supplied the database with new CV Values and she would need to update accordingly.
- She highlighted the progress to date re visits and touchpoints. Total 'touchpoints' and potential landlord reach was around 159 entities, leaving 150-200 additional to be reached as a minimum in the next few weeks.
- It was agreed that Cheryl would concentrate her efforts in the next few weeks on buildings and small tenants where we do not have an established relationship with a landlord and the committee would each handle their list as suggested.
- Pro landlords letters – we still need to try to get more landlords to canvas their own tenants and hand out letters of support as this was the most efficient way of getting to lots of businesses.

Paul stated that the pressure needs to grow now as our biggest enemy is apathy. March is a crucial month to canvas every business, plus the 2 middle weeks of the ballot period. He asked the committee for ideas on raising awareness and how they could each participate.

Martyn said he would give Cheryl an update of all the people he had seen and would see them again. John asked if it was better to leave people who would be apathetic. Cheryl asked if he would accompany her to see Terry Gould or Ken Healy and he agreed. Committee members were asked to please inform Cheryl as to who they had seen.

Cheryl asked Jason to report on the positive meeting with Greg Reidy and said he had suggested a contact at Haydn & Rollett. She also had an appointment set with Andrew Krukzeiner.

Christopher cautioned that no matter what we do, we should never be seen to be influencing the vote. Cheryl mentioned that landlords should be ready to indicate to their tenants what the increase in monthly costs could be if they asked. She highlighted the use of the DL leaflets as a summary of the benefits we are offering and stated that at this stage one of the most crucial issues was checking the correct person to address the communication to, as this is where the ballot pack will go.

Endorsement ideas

Cheryl mentioned that she was seeking endorsement from various businesses. This



information could be used in the document that accompanies the ballot pack as well as in the press.

Current BID – Biskit and Italia Square could be asked

EVL area possibly Brandhub (Clara and Georgina) / Hamish Firth/ John Bardebes (as a landlord) / Andrew Hamilton, Ice House/ La Cigale/ Gladeye?/ George Isles/ Rex Textilia / Martyn /Chris Urry

Budget and marketing collateral

- Everyone was happy with the DL Z fold
- Cheryl mentioned that Justin Wyborn had agreed to give us 10k and that she still needed to recommend how this was going to be used to supplement staff over the ballot period.

Cheryl said that possibly some funds could be allocated to the person who takes over from Nickala who is leaving in July for maternity leave

Paul suggested that each committee member allocate a day within the ballot period to dedicate to the campaign.

The committee asked to see exactly what the ballot paper looks like so they could understand the legal requirements and Cheryl agreed to send an example.

Public meetings

- The committee agreed that the meetings the previous week had been successful despite certain opposition.
- Cheryl stated that we would need to have another formal meeting around the end of March. It was agreed we should approach Cameron Brewer as a speaker and seek another venue closer to the EVL area (such as Saatchi building) for this meeting. Evening was the preferred time. Review public meetings last week

5. Office staff - Nickala is going to take a years maternity leave from the middle of July

6. Other Business – Paul requested the status of the financial report and Cheryl agreed to send after the meeting

Next meeting March 31st

Thanked and closed by Paul: 5:30pm