



MINUTES: Parnell Inc. Committee Meeting

26 May, 2015

Jubilee Building, 545 Parnell Road

Welcome – Paul Spackman

Apologies – no apologies had been received

Attendees: Paul Spackman, (Chair)

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

Parnell Inc. - Cheryl Adamson, Nickala Metcalfe

Auckland Council – Christopher Dempsey

The minutes from the April meeting were approved. Moved by Jason Galea, Seconded by Rebecca Foley, all agreed. Paul Spackman presented Cheryl with a bouquet of flowers in acknowledgement and appreciation for her work in the achievement of the BID Expansion ballot.

1. **BID Expansion** – Cheryl explained the last few actions that were required to complete due process

- The BID Expansion Report had been edited by Auckland Council and handed over to the Waitemata Local Board
- 2nd June, Parnell Inc. is required to attend a workshop with the local board to iron out any problems/queries before the public forum.
- 9th June, evening meeting with the Waitemata Local Board (which is a public forum), a deputation is required from Parnell Inc. including the chair and a few committee members.
- Following this board meeting/ratification, Parnell Inc. would like to send out a thank you letter and Prospectus drop to all Parnell businesses.
- It was agreed that our sponsors should receive a thank you letter and their logos should be included on all communication material.

Paul indicated that he felt a formal letter of thanks for sponsors is essential. Rebecca suggested posting something on the website. Kelvin said something welcoming the new members to the area would be great.



Paul and Cheryl noted that it would be very difficult to turn the decision over given the high number of voters and votes.

Paul indicated that he will attend the workshop with Cheryl on the 2nd of June but asked for one or two more Committee Members to attend on the 9th.

John asked when and how we plan to inform the new members what the BID Expansion means for them. Cheryl explained that she plans on sending a formal welcome email on the 1st of July. Cheryl also explained the website listing registration, which by default confirms their agreement to membership.

Kelvin asked what the new status is with Associate Members now. Cheryl explained that this will still be available and is not negated now that the BID has gone through. Potential Associate Members would be those working in the catchment area, but from residential premises.

2. Council Matters and AT

- Cheryl reported that her and Jason were planning to attend the AT Parking feedback meeting and would report back afterwards.
- Auckland Transport Bus Lanes and CMP – there had been no further feedback since the submission.

3. Marketing and General

- **New staff member** – Cheryl reported that a new staff member, Barbie Jones, had been appointed to take up the maternity contract while Nickala is away. She would commence on June 8th. Cheryl explained that she had been part of the Marketing, Education sector and should fit in very well.
- **Promotional Calendar** – Cheryl gave a quick overview as follows, noting that these items had been covered in the monthly report.

Jun-Jul: Pamper Parnell

- We have unconfirmed and conflicting feedback on this promotion, so have decided to run it as a low/no cost initiative with a prize of \$1000. Cheryl explained that we feel still need to run this campaign to acknowledge that category in Parnell, but as a low/no cost promotion.

Aug-Sept: Décor promo – Textures of Parnell

- Print Media (magazines) have been briefed. The prices varied substantially and we would need the advice of the working group as to which we felt the business would support the most. As soon as we have the quotes, we will revert to Hamish and George Isles.

Sept: Art Week

Cheryl explained initial meetings with the organisers are being held on Thursday this week.

Oct: Century 21, Breast Cancer

- Golf Day and Cocktail event as proposed member initiatives on behalf of Century 21 and New Zealand Breast Cancer Foundation (both members).
Paul explained that he is concerned about supporting a Golf Day straight after the expansion as it is seen as an off site event. It was agreed following the meeting that we would support the golf day as we would any other member event, by assisting them to get the message out, but not get involved in any organisation or budgetary commitments.
However it was agreed that the proposed cocktail party would be held as a Parnell Inc. B2B.

Nov: Market Day/Rose Festival

- Initial discussions and meetings have been held with the Cathedral and dates are in discussion

Cheryl explained that Nickala is working with the Cathedral on dates and procedures. Rebecca asked what feedback we had from some people who missed the street market last year. Cheryl and Nickala explained that it was a mixed bag and that people took part in it that weren't able to before.

Dec: Christmas

- Tony from Deco light has presented a ballpark quote for discussion, but we still need to collate with other requirements and visuals.

Paul mentioned that if we have the Christmas Tree that we need to look at improving its visibility.

- **B2B Events are scheduled as follows**

- 28th May at Eastside Studio
- 16th June – House of Travel.
Cheryl explained that they have two speakers coming in
- 15th/16th July – Webbs
Cheryl explained that they are also looking at getting a speaker.
- After July we are still working on the programme

- It was minuted that Christopher Dempsey from Auckland Council arrived at 4:30pm.

4. Committee and workgroups -strategy

- Paul recapped on the previous meeting and the request for the committee to start thinking how we move forward in terms of committee members and the potential to include more businesses via focused working groups. He said that the idea behind the working groups was to offer more support to the GM and spread the load a bit. Cheryl explained that we currently have 3 vacancies on the committee and to remember that we had formally extended an invitation to the Auckland Museum, to second one of their key staff as a committee member. Cheryl also noted that if any of the committee were thinking of not continuing after Oct, they should give us good warning.

Cheryl presented a diagrammatic strategy based on the 5 campaign promises, which she now aligned to 5 strategic pillars.

Key points of Cheryl's presentation:

- **One voice for advocacy and representation.** There is potential for 2 working groups under this banner, one for transport issues and the other for Auckland Council and the local board.
- **One strategy for crime prevention.** Cheryl highlighted this as an immediate requirement as we need to conclude negotiations so we can implement the on street and mobile patrol service on 1st July as per our campaign promise. Cheryl asked that everyone look at the East Tamaki website for a good example of how to apply a crime prevention programme and service to our business area.
- **One brand to market.** Under this section Cheryl referred to various online and promotional initiatives as well as the desire to reposition the Parnell brand. A fun engagement strategy in order to gain feedback from our various audiences is desirable, pre the inclusion of an external strategic facilitator. This process could take three to six months, during which time marketing activities cannot come to a halt. Once the new positioning was in place, initiatives would be adapted accordingly.
Kelvin asked if we could use the 'One Parnell One Precinct' logo used for the ballot campaign, on the premise that it is presold. Cheryl responded that she saw this as campaign specific only. Jason suggested that the campaign message might not be relevant going forward. Paul suggested that our brand would be ultimately dependent on overall reflection and feedback from our community on what Parnell stands for.
- **One Community to Connect.** Cheryl explained that we need a CRM platform in order to more effectively communicate with members and maintain our database, which currently has to be updated on excel and transferred to Mailchimp and the website. This is also going to be necessary for segmentation, which is almost impossible to achieve right now. Our new Office Manager will be sourcing quotes on these programmes.



- Cheryl will be doing Friday morning coffee sessions for small groups of members in the existing as well as expanded area so they can meet to discuss local issues and encourage the take up of member services.
- We need a working group for the Gap Analysis, in order to develop a 'wish list' tenant mix of businesses in retail, hospo and other key placements. Cheryl suggested that this group should not only comprise property owners. Paul asked the committee members who were property owners if they thought we might attract a negative response to a 'wish list'. Jason and John responded that most would be agreeable to this, because they want to improve the area.
- Rebecca asked if we have any communication with the Catholic Church. Cheryl replied that we do not have any direct contact.
- **One environment we all share.** In terms of the environmental streetscape, Parnell Inc. has contributed to beautifying the area and would like to continue to maintain this. We would also like Parnell to form an arts trust (separate from Parnell Inc.), which has been successful in other precincts. We don't have any high priority sustainability projects but this is something to look at in the future. What we do need now is a Parnell Precinct Plan for the area, as this would bring together the overall vision.
- Cheryl concluded by suggesting criteria for the selection of potential workgroup members including locality, type, contribution and gender balance.

Paul explained that we want to reach out to the full precinct of Parnell, selecting people who have drive, energy and passion for Parnell.

Kelvin suggested that Nicky/CEO of Saatchi's would be a good woman to have on the Committee. He has sat on a board with her before and she would be great on a Committee. Kelvin has her phone number.

John asked how the committee sees itself in terms of advocacy. He voiced that we need to be seen as strong advocates for business and tackle the Council head on where needed and referred to a Newsletter from Uptown where they had shown this. Martyn agreed and said that companies and landowners he knows feel that advocacy is key. Cheryl commented that to date we have already strongly opposed the council and AT, but had not widely published our efforts. Martyn responded that we actually need to be more active in promoting to members what we are doing in terms advocacy and representation. Paul commented that following the ballot, he feels we are now in a position to be proactive with regard to chasing Council and AT on various Parnell issues that impact Parnell. .

Martyn asked if the database now covers the entire precinct. Cheryl answered yes.

Many comments supported the presentation as a good beginning to a 3-5 year strategy and business plan. Paul explained that this would develop and be detailed in the next 3 – 6 months.

Kelvin commented that there is a lot of work for Cheryl and 'a Nickala' to do and asked if there was budget for another staff member. Cheryl explained that ultimately, there is not, even though it would be ideal. Paul commented there is funding for some support services but not permanent or semi-permanent positions. It had been a strategic decision in the campaign to show potential new members that additional funds would be used for member services and not channeled into our office. Kelvin continued to comment that there are only so many people in the week and there is a huge danger of falling behind. Cheryl agreed and commented that she hoped the working groups would help spread this load but it is something we need to keep an eye on.

Christopher said he had spoken to AT about connectivity between the station and they should be coming to talk to Cheryl at some stage.

Cheryl passed each member a hardcopy document of the presentation and requested they revert with suggestions.

5. Budget controls/payment processes

Paul asked when do we get confirmation of our additional funding and Cheryl said 1 July as far as she understands but will confirm with Claire, our BID advisor.

Paul reported on Expenditure Control Arrangements as a matter of governance. Currently the following system applies:

- Budgeted expenditure is committed without reference to the chair or committee
- Non-budgeted expenditure is either approved with the chair prior to commitment, and ratified by the committee, or if it is of sufficient significance the proposed expenditure is put to the committee prior to commitment.
- Each month the invoices are prepared for payment and a schedule of payments prepared and approved by Cheryl. Before being sent to Lynch Phibbs for payment, the chair has sight of the invoices and signs off the payment schedule.
- Chris Lynch, one of his staff and the chair has signing authority – but not the General Manager.
- The General Manager is required to provide a financial summary every month as part of her monthly report showing current funds and expenditure against budget and projected year-end result.

Paul explained that he and Cheryl are still discussing delegation of authority criteria and mentioned that Chris Lynch (our treasurer) would be attending committee meetings on a more regular basis.



Cheryl asked if we could please have our next meeting on the 18th June as she is taking annual leave. She would focus this meeting on the budget.

Rebecca gave her apologies for this meeting because she will be away.

Cheryl also asked for a committee member to attend her meeting with Global Security. Martyn indicated that he is happy to get involved.

Next meeting 18th June – budget focus (Cheryl away 20th June – 9th July). The venue would be the Anglican Cathedral

Paul closed meeting closed at 5:29pm

Note: AGM Thurs 1st Oct