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# MINUTES: Parnell Inc. Committee Meeting

Jan 27<sup>th</sup>, 2015

Jubilee Building, 545 Parnell Rd

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**Welcome** – Paul Spackman

**Apologies** – Rebecca Foley

**Attendees:** Paul Spackman, (Chair)

**Committee:** - John Bardebes, Kelvin Ricketts, Jason Galea, Dana Johnston, Hamish Lewis

Parnell Inc.: - Cheryl Adamson, Nickala Metcalfe

**Parnell Inc. General Manager:** Cheryl Adamson

**Auckland Council** –

- a. The minutes from the November meeting were approved, with the exception of correcting the venue details. Moved by Hamish Lewis, Seconded by Paul Spackman, all agreed.
  - b. Paul confirmed that we had decided to continue our meetings at Jubilee for the forthcoming year.
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## 1. Update promotions and events

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

**New Website** – Feedback on the new site had been positive, but visitor stats have gone down according to monthly analytics, and we are still trying to find out why. We are trying hard to sign off the developer with the last bits and pieces, which is proving frustrating. However the member listings have been enriched based on the communication with our student last year.

**Calendar of events 2015** – small promos/low cost promo's: The strategy is to continue these as per last year as they stimulate member communication and show effort from our side at no cost.

**Christmas**



- Cheryl reiterated the report re the City Construction event and the Carols in Heard Park and highlighted the difference in out come as related to the disparity in spend. She said that she felt the City Construction/street festival format was worth exploring for the entire street and would be trying to chat to Kevin in February.
- The proposition of a working committee with additional retailers not represented in the current committee was discussed and Kelvin added that he had made this suggestion. There was general consensus that this may be a good idea, but that the objectives and budget would need to be outlined before the idea and group could be initiated.

**Tennis** – Dana reported that 46 & York had definitely benefited from the tennis, particularly in the late afternoon and evening, often after the matches. He reported that his turnover was up 38% on the same week in the previous year. He mentioned that we need to try and speak to Karl Budge now to start planning for next year, so we could enlist further participation from the hospo guys and see if there was a way of getting more embedded into the event itself; Dana will set up meeting

Cheryl reported that she felt the actual promo went well and there were hundreds of entries in 10 days. The radio coverage was particularly good and the woman who won had heard the promo on the radio and went to Italia Square deliberately in order to enter. The only disappointment was the number of hospo guys who only opened after the 12<sup>th</sup> and did not notify our office.

#### **White Night – 14<sup>th</sup> March**

- Cheryl reported that the curating was coming along nicely and Nickala was currently sourcing permissions. At this point we have 13-14 installations and will need to ask for sponsorship for some artists. We will be pushing for Webbs to sponsor our own map/guide for this.

#### **B2B Events**

- The strategy this year is to up our game and offer events with added value to our members.
- We are drawing up a calendar – many businesses have offered to host
- Late Feb/Early March – Crime Prevention with be our first B2B, with the local constable as speaker. It was noted that Parnell has experienced a lot of crime recently so it is opportune to discuss this topic, especially since this is part of our BID expansion campaign. John mentioned that Eden Terrace have hired their own security person that has an on street presence which has significantly decreased their crime statistics. We should talk to them.

Cheryl: part of the 100k that we have committed for crime post the expansion could be allocated to this type of resource.

**Leasing/Tenant Mix wish list** – next steps/timelines: Paul said that he does not want this to be the focus at this stage so we will put this back on the agenda in May.



### **Council matters – LTP/AT and others:**

- **The** LTP has been released and we will be called upon for feedback.
- Auckland Transport had requested a meeting just before Christmas about the Road Corridor Management Plan. Broad overview was that there were no intentions to put bus lane through the village in Parnell, but they were considering modifications down Parnell Rise and between St Stephens Ave and Broadway. We are no longer on the double decker bus route.

Jason expressed concerns about the village being the 'problem in the middle' and mentioned a meeting he had called with John Burgess in the offices of Parnell Inc. in order to discuss proactive initiatives in this regard.

Paul asked if we had an update on the Unitary Plan and Cheryl said she would ask Hamish for one.

LAP – Dana asked for an update and Cheryl said that just a few days earlier she had been in contact and they had still not allocated a date on which the council would revert with their final decisions.

## **2. BID Expansion**

**Distribution prospectus to champion list** – the committee were asked for their feedback re contact with the champions list and minimal feedback was received. :

### **Post notifications and public meetings**

- Presentations will be different for landlords and tenants

- Invites and the prospectus would be posted before the end of the week to a list of 750 recipients.
- **LANDLORDS:** Public meeting 17<sup>th</sup> Feb, 5.45 for 6pm,
- **BUSINESSES:** Public meeting 18<sup>th</sup> Feb, 5.45 for 6pm, Andy Higgs, ATEED was confirmed

**Budget and marketing collateral items were tabled as follows.** Pull up banners, Z fold 'summary hymn sheet', 8 pg. custom brochure for ballot packs, (emulating North Harbours collateral), 2 x small mobile billboards: over the 3 week ballot period. The value of billboards was discussed and the point clarified that the last grant we received from Auckland Council was given for billboards and a custom brochure, and had to be used accordingly. Cheryl explained that the items were now in line with the budget we have.

Paul said that he felt a telesales team over the ballot period was a good idea. John quoted some documentation about Mt Eden, saying they had seen crime reduce as a result of security personal, and would pass on the info. Other ideas were discussed such as how to get on breakfast TV and whether or not a voting party would be allowed with ballot boxes on site.

**Database summary and areas for canvassing** – explanation Cheryl then open



discussion.

Cheryl passed around a summary of the various EVL segments and the estimated income they would each attract, she asked that this is kept confidential as they are only a guide and may change slightly with revised CV values. Based on the database, we need to canvas around 585 entities, and our minimum threshold would then be 150, but we need to aim for at least 200 votes. Paul voiced his concern in getting enough people to actually vote; how do we drive that, how to we ensure that people come out and vote?

- From our 'champions list', we have 45-50 that we think would be positive votes if everyone takes the time to vote.

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- Cheryl remarked that there were several smaller businesses that she needed to canvas and John agreed on this point. The challenge would be medium to larger business that would find it more difficult to assess the benefits, and certain landlords with whom we did not yet have a relationship. These were discussed in terms of strategy. Dana asked what the process was re collecting votes: we need people to collect votes otherwise the voting sheets will end up in the bin

Cheryl requested that every member take on an area with her. As suggestions Falcon (Martyn), Southern (Jason), York St (John & Dana), Bath (to ask Callum), St George (Paul), Gladstone (Kelvin) Cheryl would be talking to the whole database, but needed support for additional visits/phone calls.

### **Publicity Strategy**

John asked if we had had any response from the story we pitched at The Herald last year – Cheryl replied that to date we had not.

**Next meeting Feb 24<sup>th</sup>**

**Thanked and closed by Paul: 5:16pm**