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# MINUTES: Parnell Inc. Committee Meeting

28 April, 2015

Jubilee Building, 545 Parnell Road

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**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** –

The minutes from the March meeting were approved. Moved by Martyn Hamilton, Seconded by John Bardebes, all agreed.

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## 1. BID EXPANSION

Cheryl acknowledged that voting for the BID Expansion Ballot began today. She also made the committee aware of one potentially significant opposition/landlord to the expansion.

**DATABASE** Cheryl reported that the final database, for the ballot, is at 552 which means a minimum of 140 votes are required to be returned, in order to meet the threshold. Cheryl's recommendation was that 200 should be returned to minimise risk.

Further to this Cheryl also reported that all eligible voters with more than one vote were emailed personally (by Cheryl) yesterday, reminding them when to vote.

Cheryl requested that all committee members collect votes from their area urgently, so that a strategy for follow up with outstanding voters, can be applied in the second week.

Specifically:

- Martyn Hamilton– all OR tenants
- John Bardebes - York Street and surrounds



- Jason Galea – Masfen tenants, St Georges Bay Rd and York/Terabyte building
- Callum Baker (non-committee) – own tenants
- Miles Nathan (non-committee) – own tenants
- Rebecca Foley – follow up with eligible voters she has already made contact with
- Kelvin Ricketts – follow up with the hotels he made contact with

All agreed to do so.

**TELESALES** Cheryl reported that she has briefed the outsourced telesales team and the work will commence Thursday 30 April. She briefed that the aim of the campaign, with Priority 1 calls assigned to St Georges Bay Rd area. Lowest Priority calls are the voters that the committee is managing personally. Cheryl welcomed the committee to contribute to the FAQ list, if they wish.

**STAFF** Cheryl asked that the committee be available for meetings with voters, if necessary. To achieve this, she asked them to each leave the times of day they are available, to be on call in the first week of voting.

In terms of Parnell Inc. staff, Cheryl reported that as of Monday 4 May, she and Nickala would be campaigning door-to-door. This is in addition to two external employees, brought in specifically to assist with the door-to-door campaign.

**SCHEDULE OF ACTIONS** Cheryl reported that:

- Campaign billboards were placed today. These will be moved every six days as per the approval received from Auckland Transport.
- After the 25% threshold is achieved the following should be prepared by Cheryl for sending once a successful ballot is confirmed: press release, email notifications and thank you mail.
- Paul Spackman advised that he will draft a letter for Cheryl to send out to champion voters.
- Cheryl must complete the Final Ballot Report for the Council, before the ballots final result is in.
- Midday, 19 May – the ballot result will be announced
- 2 June – Cheryl has meeting with Local Board to ratify expansion.



## 2. COUNCIL MATTERS

**AUCKLAND TRANSPORT BUS LANES AND CMP** Cheryl reported that she and Jason Galea had a meeting with this team and that Parnell Inc. is to provide feedback to Gavin by the middle of May. There has been no response to the minutes feedback from last week, from Auckland Transport. Input from John Burgess is also still outstanding.

With regard to the Bus Lane Proposal and CMP from St Stephens Ave to jubilee, Cheryl reported that the biggest change is in the proposal for a bus lane either side, the reduction of traffic to a single lane and the complete loss of a median, which would have a negative affect on locations such as the Museum and Jubilee Building that need this to facilitate right turns.

Other concerns include the reduction of the left hand side to one lane on Parnell Rise, as it will cause major congestion.

Cheryl reported that she has already sent an email in opposition.

Jason Galea advised that the next step is to wait for feedback from John Burgess and that he will follow up with him.

**UNITARY PLAN AND PORTS EXPANSION** Cheryl reported that she does not seem to be included in the communication for this initiative and is something that needs to be rectified.

**BID REVIEW** Cheryl reported that a hearing will be held 9 May, to determine whether or not BIDs should pay a fee toward the BID Advisors Department. She has also submitted a response to this draft policy.

**STATION WORKS** Cheryl reported good publicity on the matter, as works are now underway. Cheryl also reported that she and Paul Spackman met with Kim Barrett and this was part of the discussion.

## 3. MARKETING AND GENERAL

**HOUSE OF TRAVEL** Cheryl reported that she and Nickala will not be pursuing this relationship for the purposes of the Décor promotion as they were not-committal in terms of contribution.



**DÉCOR PROMOTION – ‘TEXTURES OF PARNELL’** Cheryl advised that she and Nickala are meeting with publishing companies to establish quotes. From there, feedback will be requested from potential participating outlets.

**CHRISTMAS** Cheryl advised that herself, Nickala and Kelvin Ricketts met with Sugar and determined that this is not an appropriate fit for a loyalty card to launch with Christmas. This initiative still needs more thought.

**B2B EVENTS** Cheryl advised that the next Business Showcase will take place at Eastside Studio, 28 May. House of Travel will follow in June. A restructure of events will need to take place after the BID Expansion.

**272 PARNELL ROAD – TREE CUTTING** Cheryl reported that they may want to cut down these trees and confirmed that council intervention is not possible given they are located on private property. She also reported that Fran from the International Art Centre (located on that section) doesn't want the trees to move and has addressed the landlord accordingly. Cheryl has suggested to the owners that such an action may not be well received with Parnell locals. Cheryl stated that Parnell Inc.'s intention is to remain neutral.

Martyn Hamilton suggested that it is important for Parnell Inc. not to get involved with this matter.

John Bardebes suggested that Parnell Inc. give them an opportunity to come back with a landscaping plan.

## **OTHER MATTERS**

- Paul Spackman advised that committee need to start thinking about strategic planning to implement post-ballot. In particular, he would like to: improve the B2B meetings, and look at the structure of the committee and the sort of support required for the General Manager going forward, which could include sub-groups. He would also like to consider whether or not an external stakeholder is required to help the Committee and General Manager to facilitate such a process.
- Jason Galea asked how we would facilitate all the new business listings on the Parnell Inc. website, post ballot? Cheryl responded that in most cases, the basic information is already pre-loaded.
- Paul Spackman and Martyn Hamilton both agreed that marketing is going to be significantly important in getting the retail sector to engage, post-ballot.



- Kelvin Ricketts asked if the Parnell Inc. office needs to be expanded. Cheryl responded that whilst this is desirable, it is not currently possible with budget. Physically, the current office cannot cope with more than two people and should the security plan be implemented, this would need to be looked at.

**The agenda noted that Rebecca Foley joined the meeting at 4:18pm**

**Paul Spackman closed the meeting at 4:57pm**

**The next meeting is scheduled 26 May, at the Jubilee Building**