



MINUTES: Parnell Inc. Committee Meeting

March 31st, 2015

Saatchi Building, 125 The Strand

Welcome – Paul Spackman

Apologies – Hamish Lewis, Martyn Hamilton

Attendees: Paul Spackman, (Chair)

Committee: - John Bardebes, Kelvin Ricketts, Jason Galea, Rebecca Foley, Dana Johnston

Parnell Inc. General Manager: Cheryl Adamson

Auckland Council –

The minutes from the February meeting were approved. Moved by John Bardebes, Seconded by Paul Spackman, all agreed.

1. **Verbal Report.** Paul explained that due to the time required for the expansion canvassing, Cheryl had been unable to complete the monthly written report, and this would be documented for the next meeting.

2. **Financial Report, Cheryl presented the Financial Summary of the budget and explained that the variances on the BID Expansion budget over the past few month were related to sponsorship.**
 - a. Original budget \$71K.
 - b. Jan reduced to \$59K, sponsorship at that time.
 - c. Vantage Properties Sponsorship has enabled us to get telesales in addition to extra staff for the ballot period.
 - d. An allowance has also been included for a handover month when Nickala goes on maternity leave, which leaves us with a current shortfall of \$-4085
 - e. Should the Manson sponsorship proceed, this may be able to be directed at that plus an allowance towards an AT submission.

3. **Update marketing, promotions and events**

Website Stats



Cheryl reported that the web visitor stats were impressively increased in the last month, mostly attributable to Woodpecker Hill.

White night, 14th March

- Cheryl reported that she felt the evening went extremely well, the galleries and streets were very busy. Paul agreed and commented that he felt the interactive installations worked the best.
- Cheryl said she felt Remuera did a bit better than us, they had more retail stimulus, more light installations, but we know they spent much more budget.
- Overall it was agreed that this was an event worth repeating.

Anzac Day

- Cheryl reminded the committee that we did not have any plans for Anzac day. We would have flags up and will be publicising the community activities.

Décor promo – A meeting had been held with George Isles/Hamish/Carol from Alfresco

- They would like an idea to integrate textile, home improvement as well as décor. Cheryl and Nickala were firming up proposals and would revert shortly.
- They also mentioned that they would like a day like Urbis Design Day, but this format would probably only be for next year as it required a lot of organisation.

Mid Year – House of Travel

- The office was still working on them to get a substantial travel prize, and this may be used for the Décor promo in winter.

Christmas – an initial meeting had been held with Kelvin to discuss objectives budget and possible working group

- Kelvin reported that after taking a good/hard look at the budget, he felt we should rethink re an event. There was not enough money to do a good event, and it only benefitted a very limited part of Parnell. All agreed. We discussed possibly trying to launch a loyalty card with a prize as an alternative over the festive period and Kelvin was going to set up appointment with Sugar following the BID Expansion.

B2B Events

- Mini Crime Prevention meeting had been held with The Parnell. Global Security attended
- MediaWorks were preparing a presentation on special radio deals our members can get via our bulk buy and we intend having this presentation on 22nd April – venue TBC.

Council & AT matters – Cheryl reported the following

- The results from the submission and deliberations on the **LAP (Local Alcohol Policy)** was very encouraging and a good win for Parnell Inc.
- A comprehensive response on the **LTP (Long Term Plan)** was submitted
 - In addition we still have to apply for event funding, opens 1st April
- **AT Parnell Rise.** Their final proposal had been distributed but there was dissatisfaction over 1 lane up Parnell Rise. At however don't seem to care.
- **AT Bus Lanes St Stephens to Jubilee.**
 - WE are unhappy about the lack of procedure in that they distributed to our members without notifying Parnell Inc. Residents and businesses not happy 2



- A subsequent meeting had been held with Parnell Inc. and Parnell Community Committee but further response indicated they would proceed anyway.
- We have asked to see the proposal as part of the RMCP
- **RCMP (Road Corridor Management Plan)**
 - We have organised to see Pippa Coom, with Jason and Luke this Thursday to pre-empt AT presentation to the Local Board on the 7th
 - AT present to us on the 15th.

In terms of AT and bus lanes in general, Jason voiced his concern that this was becoming a really big issue for Parnell and we need to mount a concerted force. He said he was happy to champion the cause and the possibility of setting up a sub committee was discussed. Various scenarios were discussed around the table and Paul noted that it was important that we decide what would be best for Parnell and present that as an alternative. They seem intent on bus lanes only to the detriment of all else and we want to see a holistic plan.

- **Parnell Station** - all agreed that it was extremely good news that the station would commence works this week. Jason asked if there was going to be any press and Cheryl responded that East & Bays Courier had been set up for Tuesday.
- Cheryl asked all the landowners to diarise the 4th May at 3pm. This would be for the **Rules Reduction Taskforce meeting**. The initiative was being hosted by the office of Paul Goldsmith and we would be sharing with Newmarket. Venue was still to be advised.

4. BID Expansion

Final Boundary Map – Cheryl explained that the final boundary map as shown on the new leaflets excluded the Domain. This was because Shale had objected and his view had been substantiated in that the Domain falls under a specific legal act and is a regional facility. Cheryl reported that she had had a meeting with Les Fleming to apprise him of this fact and he was happy. Alternatives to their membership had been discussed including honorary associate membership, an MOU and the possibility of co-opting a museum staff member to the committee.

Security Proposal Global Security – Global Security had commenced their pilot programme the previous week with a lady called Leonie Anderson. She was calling on businesses individually to ask the security questions, at the same time handing out our flyers.

Canvassing/ database

- All committee members need to confirm their lists and all outstanding contact details by 7th April



- Final map has now been drawn by council. The new database with new CV values sent this week will again have to be updated on the database and checked. This will require part of the Easter weekend to complete.
- Status on the EVL lists as follows:-
 - Total EVL list = 528 (getting less as we identify owner occupiers)
 - Number of people who will have had a personal interaction 'touchpoint' if all committee members complete their list = 386
 - Number of landlords who have not responded to second mailout = 45
 - Number of people our office can still try and see in the next week = 97

Attendees this meeting today – Cheryl confirmed the attendees who had RSVP'd for the public meeting.

Schedule of Activities - Cheryl noted the following deadlines

- 1 April, complete budget for ballot insert, set up billboard artwork
- 7 April, ballot insert to print
- 8,9,10 April, complete all database entries
- 13 April, database and ballot pack to Election Services
- 20 April, letter to all friendly landlords to send to tenants, Masfen, Samson, Parklane, Vantage, Nathan Group, Phillimore, Krukziener, John Coutts, Chris Urry
- 20-23 – mass email to be sent to all EVL list, showing what the ballot pack looks like and asking them to watch out for it in the post. This could also be a visual the canvassing staff can carry around.
- 20-23, home page of website to be adapted to include how to vote info
- 20-23 April Board reports, start report of Expansion
- 24 April, brief telesales staff and place billboards
- 28 April voting begins
 - Committee on hand 2 x half days
 - Cheryl & committee member on hand for difficult people plus all committee members to collect from their own list
 - Nickala, student and temp staff member to walk streets
- Day we get past 25% threshold – prepare press release, email notifications and thank you mailout
- 18th May, start report for the board
- 19th May – D Day
- 25th May, hand report to Council for their prep
- 2nd June, meeting with Local Board to ratify expansion

5. The agenda noted leave for Cheryl from the 22 June - 8 July

Paul closed the meeting at 5.30. Next meeting 28th April