



MINUTES: Parnell Inc. Committee Meeting

Nov 25th 2014

Parnell Inc offices, 323 Parnell Road

Welcome – Paul Spackman

Apologies – John Bardebes, Martyn Hamilton

Attendees: Paul Spackman, (Chair)

Committee: - Rebecca Foley, Kelvin Ricketts, Jason Galea, Dana Johnston, Hamish Lewis

Parnell Inc.: - Cheryl Adamson, Nickala Hanley

Parnell Inc. General Manager: Cheryl Adamson

Auckland Council – Christopher Dempsey

a. The minutes from the October meeting were approved, moved by Jason Galea, Seconded by Dana Johnston, all agreed.

1. BID Expansion

Paul asked for general feedback on the first public meeting held on the 20th November and all agreed it was a great presentation, excellent meeting and very successful in achieving the initial objectives. .

Review public meeting and prospectus

- Prospectus to all champions – strategy

Cheryl tabled the champions list and suggested that we need to try and get a prospectus to all on that list before Christmas. This means working through this list together. Rebecca Foley has a list of people to approach, as does Martyn Hamilton. Jason Galea has spoken to a few of his tenants and was encouraged to do a few more. Kelvin agreed to approach Quality Hotel. It was suggested that Hamish connect with George Isles from Icon textiles as well as some of the other textile and décor companies. Cheryl said she would touch base with John after the meeting and update him.

Cheryl noted that she is happy to attend meetings with Committee members if they wish.

Cheryl and Paul reported that they had met with MP Paul Goldsmith and Peter



Reidy, CEO Kiwi Rail who both are in full support of Parnell and are very encouraging of the BID Extension.

Paul asked for the committee members to please update Cheryl re their meetings and prospectus distribution.

- Idea of targeted rates – Cheryl noted that she had a discussion with Gill Plume re the adjustment of the targeted rates she had prepared with Annie, since the CV adjustments. Gill had said that final calculations would only be available in March, but she did not envisage the rates changing too much from what had been prepared. Cheryl said she would put this table in the dropbox.

- Summary of selling points – hymn sheet/powerpoint

Paul asked the committee what their preference was for a summarised version of the key selling points for the expansion. After some discussion all agreed that a DL version would be the most appropriate and Cheryl said she would get this organised. Cheryl agreed to put a PDF of the Prospectus in the dropbox as well as the Powerpoint from the public meeting.

Cheryl confirmed that 'One Parnell One Precinct' is going to be our campaign logo/call to action.

Cheryl advised the committee that she had been informed by Claire Siddens (BID Advisor in Annie's place) that within the ballot pack it is typical to include a lot of collateral and she would be looking into the details.

Dana said that he would approach Justin Wyborn about sponsorship.

Cheryl advised she is confident that extra financial support would be coming from the Council. We will know after December 9 meeting with Shale Chambers.

Public meetings

It was decided that the 2nd required public meeting would be broken into 2 components – landlords and businesses.

- The dates recommended were the 17th and 18th February
- Paul noted that MP Paul Goldsmith had agreed to be a speaker and it was felt this was suitable for the landlords. Dana noted that Andy Higgs from ATEED had also agreed to speak and the committee felt this was better suited to the businesses.
- Cheryl would approach the office of Paul Goldsmith and Dana/Paul agreed to approach Andy Higgs

3rd Meeting

- The suggested date for this was Friday 27th March as this is the last week before all the Easter holidays commence. A suggested format is an open house at the office.

Publicity Strategy:

Cheryl noted that she feels it is time to put a publicity strategy in place for the expansion, as it was clear from the recent correspondence with NZ Herald that Parnell Inc. do not have developed relationships with the press. Rebecca and Cheryl would give The Herald one



more try at pitching the story. Dana mentioned that he has a contact with Leighton Smith on Newstalk ZB.

Cheryl will work on a publicity strategy.

2. Update promotions and events

Christmas

- Cheryl reported that the 2 events are going well as planned and we are doing our best with the limited budget.
- Italia Square had been approached to see if they wanted to participate in any way/hand out leaflets etc.
- Tree festoon lights issues – Deco Lighting has been let down by supplier and they haven't been delivered. We have said that if they aren't confirmed in writing by the weekend, for definite installation pre the 66th Dec, then we wish to cancel the order.

Website going live: Cheryl demonstrated the new website and said it would be going live that night. She said she was very excited about the news and events elements and explained how the listings would initially appear. She noted that there were hundreds of hours of work ahead.

B2B 3rd Dec at Alfresco

- NZ Festival of Tennis had supplied us with a Corporate Box for the ASB Classic and we decided that we should do a draw for it that evening.
- Cheryl asked the committee members to please try and attend.
- Paul said that Newmarkets meetings are huge and that we need to think about how to achieve the same thing with key speakers that make people want to attend. We need to tackle this for 2015.

Tennis – Cheryl reported that the marketing material for the tennis was underway.

Paul Spackman, thanked Cheryl Adamson for the amount of work put in this year. Cheryl said that over the next few weeks she was looking forward to some time to spend on getting the database as accurate as possible. Christopher apologised in advance for not being able to attend on the 27th of January.

First meeting in Jan 27th

Meeting declared closed by Chairman Paul Spackman at 5pm