



## **MINUTES: Parnell Inc. Committee Meeting**

27 October 2015

Jubilee Building, 545 Parnell Road

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Welcome: Paul Spackman

Apologies: John Bardebes, Kelvin Ricketts, Paul van Dorsten

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Dana Johnston, Hamish Lewis, Jason Galea, Jeanette Paine, John Coutts, Martyn Hamilton, Mary Gordon, Sue Warren (reinvigorating brand work)

Parnell Inc. General Manager: Cheryl Adamson, Office Manager: Barbie Jones

The minutes from the September 2015 meeting were approved.

Moved by: Paul Spackman; seconded by: Hamish Lewis; all in favour.

### **1. Welcome new Committee members**

- Paul welcomed new members and each introduced themselves to the committee members.  
Cheryl noted that she has put a contact sheet of committee members onto Dropbox and the website.

### **2. Category Promotions**

- Décor Feedback. Cheryl updated members on the success of the campaign. It closed with 3,200+ entries, with the winner drawn having strong connections to Parnell.
- Artweek –  
Cheryl informed members that given the budget it the ROI on investment was very acceptable. Although the attendees were nothing spectacular. Jonathan Grant galleries had reported that he had a full house for his artist talk as well as cyclist groups later in the afternoon. Outdoor activation with Wei Lun Ha attracted a lot attention. Subsequently Cheryl had contacted the brokers of 195 Parnell Road to seek permission to put this artwork inside the building, plus clean the windows at our cost and was flatly refused. Paul suggested a letter be drafted from the Parnell Chair to go direct to landlord.
- Christmas – update
  - Lighting - Cheryl gave feedback response – we have had a few small stores take this up. No feedback from anyone in Carlaw Park, a 'might be' from The Strand outside Outdoor Concepts.



- Other Activation includes: a group of 4 students in the week leading up to Christmas who will visit hospitality outlets spreading Christmas cheer and giving chocolates out.
- Competition -  
At approval of layout stage. An ad was placed into Verve last week and we are working on details of social media and communication to our business members.
- Pole Banners – Carlaw Park are happy to proceed. QBS have taken over from Network Visuals and they are in Parnell as the designated service provider for AT Pole banners.
- Cheryl expressed her concern that we may get a backlash from retailers re the Christmas tree not being up this year, but explained that we would communicate that the travel competition and related marketing was more inclusive to many more members.
- Chinese Zodiac Animals
  - Cheryl explained to new members the concept of a Parnell signature event that we hope to repeat year after year and described how celebrating the animal associated with Chinese New Year could achieve that objective. She noted that our promotion would be for a 2-3 week period over the New Year/Lantern Festival (8-21 Feb 2106). Our galleries are crucial to the concept and she had already held meetings with them.
  - Monkeys have been ordered after an extensive global search. Cheryl explained how the obstacles were in timing, molds, shipping and finding a style of monkey synonymous with Chinese New Year. A total of 30 have been ordered, half standing and half sitting and would be exhibited on plinths.
  - Following a meeting with ATEED Cheryl reported that they have agreed to provide lanterns for down Parnell Road. She had also spoken to ATEED regarding contacts in Chinese community for a Lion dance troupe.
  - Cheryl informed members of the next steps in our activation. We want to encourage all retailers to put something 'monkey related' into their offering or window display and we will get in touch with them as soon as possible. We still have to finalise auction options for the painted monkeys and would follow recommendations from Jonathan Grant in this regard. We plan to go to try and get to the tourist market where possible.
  - Paul mentioned that he had given the go ahead to order the monkeys as it had been in line with the budget approved the previous month.
  - Jeanette commented on the relocation of the Lantern Festival said it was the right reason to move it, but ATEED were still working out traffic management and logistics as to exact location on The Domain. She applauds the Association getting onto this so soon and claiming it as its own. Carey said it is ideal opportunity to get this and we should give it our best shot. Paul said we decided to go ahead without sponsorship at this stage as too good an opportunity to let go by. With2

White Night coming following a few weeks after this event, we could have the final auction on that night, and this would be discussed with the relevant parties

- Hospitality – NZ Best Dining/Renault  
Cheryl explained history of Waiters' Race in 2014. This year Eye Magazine have come back to us asking for our involvement. She said we will need to decide when to hold this next year as initial promotion will be in their July issue.

Further discussion:

Carey asked about Christmas competition and how we plan to measure success. Cheryl said it is to drive visitation to Parnell and get them spending. She said she admits that we do not have all our Christmas objectives in place as this requires a tremendous amount of funding. It had been decided not to host an event that did not have the desired effect due to lack of budget. Paul confirmed that our focus the previous year had been on the ballot and whilst what we have this year is limited, it provides a bit noise and exposure.

Paul mentioned that he is keen for people to get involved in working groups and to let us know which advocacy groups they wish to be involved in.

### 3. **Advocacy/ Transport & Council**

- Consultation meeting with AT re bus routes, on 10<sup>th</sup> November, being hosted at Horizon Radiology.  
New Central Network bus routes around the city have been tabled. Remuera buses will no longer come down Parnell Road so we are down to 2 link buses. Christopher confirmed the map viewed is not concrete and not set in place. Various comments ensued about the lack of busses along The Strand and Christopher committed to speak to Anthony Crosse about redirecting the 703.

Mary said that The Strand traffic is so dense and believes they do not understand the problems along there. Christopher said its not purposely ignored. Cheryl said AT are unlikely they will lay on new routes but may be willing to manipulate routes. Mary and Carey said they would attend meeting on 10 November. Cheryl will try and source data before this.

Cheryl said she had a meeting with AT that morning and noted our concern re the long horizons Cheshire Street/Parnell station. She also noted a plan for cycleways along Gladstone and St Stephens which suggested removing parking and this would need to be addressed.

Cheryl discussed the dates of the At Parking Management Plan being moved. Christopher said the knock-on effect in other suburbs means that we may not be assessed until July next year.

#### 4. **Security feedback**

Cheryl meets with Global one a month and is starting to get a handle on the graffiti now from their reporting.

- Store Watch Nov – Cheryl met with Heart of City who have given us their collateral and we will launch Store Watch prior to Christmas. This is good for retailers and Cheryl said she is delighted with this. As there is a new CEO at Heart of the City, Cheryl is hoping to get more cooperation than previously. She said she has a good working relationship is developing with both Newmarket and Heart of City Associations.

Paul said we made a commitment to go with this programme and we will review it in a year. Cheryl said we do have data coming in from the Global reports and the Police report showed crime is down.

Martyn mentioned that it was made clear to Global at a meeting what our expectations are and that they cannot afford to fail. He mentioned that we need to have them provide coverage for deterrent as there are so few Police in the central city. Cheryl said she has had a meeting with the Police and is gaining intel from this.

- Training session on 19 November – a very small number registered so far, so we would decide whether to hold this or not.

#### 5. **Council Matters**

Christopher said we need to make a submission on the new bus network and state highway 16 (The Strand). He said they have been advocating for years to get a pedestrian crossing. Cheryl said she has a meeting on Thursday regarding this and will report back. It is likely to be closer to the Augustus Street end of The Strand. She has spoken to NZTA regarding the corner near the Saatchi Building. Mary said she has witnessed accidents there for a long time.

Parnell Festival Roses will be held on 15 November and has been reduced to a one-day event.

Parnell Station walk around is on Friday. Cheryl mentioned she has asked AT what are the routes going up from station up to Parnell Road. John Coutts said he has walked it and it is a difficult climb. Christopher said that AT are obliged to look at accessible routes and they are likely to say it is a non-accessible station (i.e. won't allow for wheelchair access). He said there will be a number of pedestrians using this station coming to work.

Paul said we need to keep an eye on this for short-term planning and our long-term strategy.

6. **Staff** – Paul and Cheryl have agreed to increase Barbie's hours to 5 days.

#### 7. **'Reinvigorate' Parnell**



- Paul introduced Sue Warren who had been appointed to do the engagement work for us in terms of our brand repositioning.
- Sue provided an overview of the discussion guide explaining various points.

Cheryl clarified the stakeholder groups and that Parnell Inc. would organize all venues and invite all the groups via our database. She asked that each committee member commit to at least one group meeting.

Paul asked that committee members go through the document to give feedback as this is the time to say something prior to getting discussions started.

Jeanette said we are missing a mana whenua link that would be a good opportunity as this could provide links with tourism. She expressed an interest in being involved from a professional point of view but also from a Museum point of view, through the link of museum to Parnell.

Cheryl said the deadline for feedback from committee members is Monday 2 November (Tuesday latest). Paul reiterated that we all need to be a part of this and vital to get everyone's feedback.

**General Business** – nothing to report

**Meeting closed at 5.30pm**  
**Next meeting 24<sup>th</sup> Nov**