



MINUTES: Parnell Inc. Committee Meeting

29 September 2015

Jubilee Building, 545 Parnell Road

Welcome: Paul Spackman

Apologies: John Bardebes, Martyn Hamilton

Attendees: Paul Spackman (Chair), Committee Members: Dana Johnston, Hamish Lewis, Jason Galea, Kelvin Ricketts, Rebecca Foley

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

The minutes from the August 2015 meeting were approved.

Moved by: Paul Spackman; seconded by: Kelvin Ricketts; all in favour.

1. AGM Requirements

- Financial reports have been signed.
Cheryl said these had been signed off and saved in Dropbox for committee members to view. Paul commented that he saw nothing controversial in the financials but asked Jason to also review as Chris Lynch is not able to come to the AGM. Cheryl mentioned that our income versus expenditure was in line with projections.
- Committee Nominations received.
12 Nominations have been received with 11 voting and 2 x non-voting places available. Paul said that he has spoken to John Coutts, a nominee, whose interests really lay in transport and advocacy and had asked if he would be happy to become a non-voting member, in order to put his singular focus into his interest area.

Paul thanked Rebecca for her contribution to Parnell Inc. on behalf of the Committee.

Cheryl asked for Paul to announce that Jeanette Paine and John Coutts will be co-opted as non-voting members at the AGM, after the elected committee members are announced.

She said that Shale Chambers had agreed to talk at the AGM and would probably address challenges with regards to station etc. He was scheduled to talk after the business side of the meeting is complete. Our relationship with the Local Board is important so we need to build and nurture this.



Cheryl also mentioned that Toby Lerew from Woolly for You was coming to the AGM, and had submitted formal matters to be brought up, mostly regarding our marketing. Other retailers who had RSVP'd were Linden Leaves and Hattitude. Paul asked Cheryl to circulate the correspondence from Tony Lerew to the committee.

Kelvin mentioned that Chinese New Year could be talked about at AGM.

Resolution as follows: that nominations for John Coutts and Jeanette Paine to be non-voting members on the Committee be accepted.

Moved by: Paul Spackman; seconded by: Dana Johnson; All in favour.

2. Category Promotions

- Décor Feedback
Cheryl said we now have over 3000 entries in the competition, the biggest ever. Her report provides feedback on the impact of Denizen and she thanked Dana for his endorsement of Denizen and thanked Hamish for all his advice in the competition.
- Artweek - Cheryl mentioned that this is a low-key event from our point of view, but are supporting Parnell Day on the 10th Oct, plus having a live painting activation outside 195.
- Christmas – Cheryl provided a budget revision.
 - Banners – Cheryl reported that this was going fine. The main pole banners were going ahead and should Carlaw Park want us to proceed with banners we would still be in the previously approved budget of \$15,769.
 - Lights for big trees – She reported that with reference to Council trees with permanent installations, certain arborists were not keen on doing this. Body Corp for palms trees on Strand, are not keen on trenching and related costs. Carlaw Park had not shown much interest to date but Cheryl is meeting with PFI this Thursday.
 - Parnell Inc. has offered a \$300 subsidy to businesses wanting lights on their premises. There had been quite a lot of interest and Décor Lights is currently providing the interest businesses with quotes.
 - Cheryl reported that she did not think we would be utilizing the full budget of \$12,500 previously approved for lighting initiatives.
 - Other Activation – Christmas Cheer to restaurants in hospitality/retail area for Christmas. Dana explained the concept of this and spreading a feel good factor by giving a small gift to people. He said we should make it social and take pictures. Cheryl mentioned that she has quoted on 6 evenings, 4x people and what they hand out (estimated 200 items a night), putting aside \$5000 for gifts. Dana to provide contacts for sourcing gifts/product for free. Kelvin said that Nestle are in Parnell and suggested

approaching them. Rebecca mentioned that she had a contact at Whittakers. After discussion it was agreed that preferential dates to target the week of 14th December; commencing on Wednesday till Sunday and the preference was for 4 people per session. Photos could be taken for social media.

- Cheryl said she was concerned that retailers may want to know what's happening for them over Christmas and explained the Christmas competition. The idea was to have a travel voucher value of \$4,500-5,000. Travel companies were being approached to part sponsor. There would be a call to action to spend \$20/\$30 in Parnell and each time there was a spend of \$25/\$30 the person could enter the competition, but would be required to present their receipt as evidence if they were the winner. This would be available to any business in Parnell to participate – not only retailers and hospo. We would have pull off pads in outlets for customers to create awareness of the promotion. Dana stated that we would need to put in effort to ensure the retailers activate this. Hamish suggested putting up posters in shops so shoppers may ask for a slip to enter. Jason asked about the timing of the promotion, to which Cheryl replied it would be mid-November to mid-December. Dana/Kelvin expressed their keenness to see a push back to Parnell and suggested we try and source other prizes. Cheryl agreed they would follow this up but timing was tight.

Cheryl asked if the budget could be approved for the Christmas activation (\$8,949) and Competition (\$9,599)

Moved by: Kelvin Ricketts; seconded by: Hamish Lewis; All in favour.

- **Chinese Zodiac**

Paul indicated that we are looking for a signature event for Parnell and Chinese New Year would be good opportunity to do this, even if we start out small and grow this.

Cheryl explained the costs allocated on the budget for this. The molds cost an average \$700-\$900 each by the time they are landed and that we would need at least 20. It would be nice to have a curator but if we can't afford it then we will have to rely on the galleries to curate these. Plinths and permits also needed to be looked at. She explained that street banners would be essential but in addition to this we would approach ATEED to see if we could use their lanterns and get them on the poles as well. Radio allocation is recorded in another part of the budget so not part of this budget as presented. The radio slots would be slotted in for two weeks. Cruise boat leaflets should be produced for tourists. Cheryl said she was not sure of costs for insurance on displays and she will ask Jonathan Gooderham. The Lion Dance was not an essential part of this concept but may be able to get sponsorship from the Chinese Embassy. The Museum has indicated that they could possibly host the auction if we could fund other logistics such as catering. We have applied to Waste Minimisation & Innovation for funding to work with schools for a competition. She mentioned that leaves



us with a shortfall in the budget of \$27,000. She has been to ANZ, BNZ, Asia NZ Foundation and Barfoot & Thompson to seek sponsorship, with Barfoot & Thompson seeming to be the keenest. She has not heard back from them as yet.

She indicated that we need to decide whether we are going to go ahead with this today in order for her to proceed with ordering molds to arrive in time.

She explained that the monkey is the 2016 symbol and an artist would get given a monkey mold (definition of this to be confirmed, Kelvin said they tend to be ones that have a tail as opposed to chimps that don't) to paint. When auctioned off, the money raised would go to a charity of the sponsor's choice. If we have one sponsor they would have naming rights for the event. Jason asked if it would be easier to have 20 sponsors rather than one main sponsor. Obviously more work but probably more achievable. Cheryl said this is an option but it would be cleaner to have one main sponsor.

Paul said if we decide to do this now, then we have to order the monkeys. Dana said the social interaction around this is a key, particularly depending on who the artist is and the sponsor. Jason asked if we know for sure that the Lantern Festival is in the Domain next year and Cheryl stated that yes it is going to be and she is talking to Council/ATEED regarding this.

Dana asked if the focus is totally on these displays or more than this. Cheryl said yes it, but we would engage the whole of Parnell in this e.g. restaurants offering special dishes on their menu, retail outlets having window displays etc. Kelvin said it might be a possibility to approach credit card companies for sponsorship.

When asked what the minimum downside would be, she said about \$15K overspend for the monkey molds. Paul suggested at worst if we did not get a sponsor, we could sell the artwork to recoup funds.

Jason said he liked the concept, as it is a good opportunity to be unique and tap into a major event. Paul mentioned he liked the idea of offering something after Christmas that is exciting. Dana said it would pull people back into Parnell after Christmas, particularly in the middle of cruise season. Cheryl finished by saying that the molds may be outside during the day but probably taken inside at night to avoid damage – but this would depend on what was finally sourced.

Resolution to proceed with purchase of molds (overall budget overspend of \$27,000 with minimum downside \$15,000 and to commence working on event as per budget presented of \$44,327.67).

Moved by: Dana Johnson; seconded by: Jason Galea. All in favour.

- **Hospitality**

Cheryl explained that we have been approached to be part of the Waiters' Race, which last took place two years ago. She said that the Restaurant Association never pulled it off last year, and Vanessa Green from NZ Best Dining had come back to us with an offer from Renault of the winner having use of a Renault car for a year. The proposal is to put it on the front cover of their 2016 July issue and Parnell Inc. would host the event later next year. Cheryl had already sound boarded with Dana and they both felt that it needs to be a big event in Parnell rather than a small one just in Heard Park. Dana said there could be opportunities to present it as a challenge event, and include bar staff as well as waiters. Paul suggested that in principle we go ahead with it. Renault as key prize but we would need other prizes as well, especially breweries. Jason mentioned that the timing in the year is important. Cheryl agreed and said the time of day was also important to facilitate participation and attract spectator numbers. Discussions continued about potential venue and it was agreed Cheryl and Dana would meet again to discuss further..

3. **'Reinvigorate' Parnell**

- Paul asked if committee members were happy with the direction this was heading following Sue Warren's presentation 16th September. Resolution that we go ahead with the budget amount of \$15,000 and Sue's recommendations re process.

Moved by: Rebecca Foley; seconded by: Jason Galea

4. **Advocacy/ Transport & Council**

- Signage Bylaw

Cheryl informed members that new signage bylaw comes into effect on 1 October and wanted to know how we should handle this as there will be issues with sandwich boards on Parnell Rd. The bylaws also restrict window coverage of more than 25%, which is highly impractical for some businesses. She asked the committee for their preference on a proactive or reactive stance.

It was decided that we should inform our members of the new bylaw and offer assistance/explanations should they request.

- Marketview –offer of 1 x free business assessment per BID per year. Cheryl indicated that we receive quarterly reports from Marketview. As part of their service they offer a free Business assessment per year. She asked how we should offer this as we could give it to a business as a prize. Kelvin and Cheryl both commented that it looks comprehensive and around \$600-\$700 in value. Hamish suggested we tie this into one of the B2B events. All agreed to this.

5. **Security**

Paul explained that following a meeting with Global the reporting on night patrols had improved. Cheryl confirmed that Raimond's on-foot security is very good



and he was building a good rapport. There are no 2 x half hour patrols and 1 x 1 hour during the night with the 1 hr. being a comprehensive check of the area. Cheryl reported she was meeting Heart of the City to ask them if we can use their StoreWatch collateral for our text service programme. She added it would be good to have one name throughout Auckland and was hoping to get their approval to do this. She said she would report back on this at next meeting.

6. Council Matters

No matters. Paul commented that Chris Dempsey had only attended 5 meetings in the last 12 months. The BID Management team no longer attends any meetings because of budget costs. Jason felt we need to know what is happening in Council. Paul said he would address this with Shale Chambers at the AGM.

7. Staff –

Kelvin asked about staffing issues going forward and stated again that he felt we were under resourced. Paul said if we need extra staff for other things, we could look into this e.g. Sue Warren for reinvigorating the brand.

Cheryl is away 2nd and 5th October, taking this as time in lieu.

Meeting closed at 5.10pm

Next meeting 27th Oct
AGM 1st October, 5.15 for 5.45