



## **Parnell Inc. Committee Meeting 4.00pm, 27 September 2016**

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

27 September 2016

Home Ideas Centre, 165 The Strand

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Welcome: Paul Spackman

Apologies: Clare Dowthwaite

Attendees: Paul Spackman (Chair), Committee Members: Carey Oldfield, Dana Johnston, Hamish Lewis, Jason Galea, John Bardebbs, John Coutts, Martyn Hamilton, Paul Van Dorsten, Peter Allard, Ricky Reddy, Christopher Dempsey

Parnell Inc. General Manager: Cheryl Adamson; Marketing & Communications: Barbie Jones

The minutes from the August 2016 meeting were approved

Moved by: Paul Van Dorsten; seconded by: Carey Oldfield; all in favour.

### **Agenda:**

#### **1. CCTV tenders**

Martyn went over the CCTV tenders and the process involved in selecting a preferred supplier.

- Paul explained that tenders have come in and following several meetings a conclusion has been finally reached following the final two tenders, who were vastly different in approach and cost. (i.e. Wi-Fi versus hubs)
- Cheryl explained that she sought anonymous advice from Scott Bain who has connections with ATEED and NZ Police. His preference was the Wi-Fi option.
- Martyn tabled the recommendation of preferred supplier and letter from Bill Groves. He suggested that we inform CSLI that they are the preferred supplier on basis of sorting out cost and MOU with Museum and other landowners buildings necessary for the initial network. This could be done after the AGM.
- Financial implications -
  - We need to ask them to review their fees to finance the 3 year term
  - There was definitely a preference for a 3 year term as it fits in with warranties and saves a lot of money.

Paul Spackman proposed the resolution that we inform CSLI they are the preferred supplier, but we need to review the costs with them, in line with our



budget plus confirm in the MOU x 4 different locations before we can sign a contract.

Moved by Carey Oldfield; Seconded: Martyn Hamilton; All in favour

4.20pm Ricky Reddy arrived

5.12pm Dana arrived and assisted with the brand presentation

## 2. **AGM Preparation, 6<sup>th</sup> Oct, Home Ideas Centre, Conference Room**

**Annual Report** – Cheryl presented a printed sample

**Rate in the dollar** – final decision for documentation

Cheryl presented two budget calculations with slightly different increases in the rate in the dollar for the 2017/2018 year. She reiterated that we have not had an increase in two years.. If we went for the lower option, it would impact on the plan for CCTV, or reduce marketing spend.

Carey said he believed we were doing excellent stuff and that we need to fund this. If we are lower than other BIDs on average, we need to make this known. Paul Spackman asked Jason for his feedback and he said he felt the increase was necessary. John Coutts asked if the budget should be more. Cheryl mentioned that we are not able to do that at this point as we have not put out a special resolution to allow us to go above 10%. Peter felt a question from retailers could be, are we spending enough on marketing in Parnell as compared to our competitors who have much higher rates in the dollar? Cheryl said she would see if she could provide a breakdown of the member mix in Newmarket as it certainly seemed like they had far more retailers in their mix than we do.

Paul Spackman moved a resolution that we propose an increase in the rate in the dollar for the 2017-2018 budget from \$700,000 to \$765,000 (a rate in the dollar increase of 7.51%). He said the increase is less than what was proposed last year.

Moved by: Paul Spackman Seconded: Carey Oldfield

### **Attendance/RSVP/Nominations**

- Paul noted that we had received 2 additional nominations from Ken Crosson ( Ken Crosson Architects) and Jeff Mc Carthy (Go Mobile)
- RSVP list – estimate around 40 would be attending AGM. Cheryl said she feels we will get more response once reminder invite goes out. Paul Spackman said we need to include the branding presentation in the reminder invite.
- Paul Spackman said that Cyril D has asked for the audited financials to be put on the invitation as well as the minutes from last year. Cheryl said there would be a



link in the reminder invitation to both these items, but the report from the Chairman and GM would be presented at the AGM and not before.

- Cheryl also noted that we need to put the anticipated increase in the budget on the reminder invite.

### **Financials**

Paul Spackman said that the final audited signed financials have been presented and sought board approval. He asked that the Committee ratify the Statement of Accounts/Annual Report and audit.

Moved by: Paul Van Dorsten    Seconded: Martyn Hamilton; All in favour

Paul Spackman said his presentation at the AGM will be short, with the intention to keep the meeting moving and to be able to spend time on branding. Ricky requested for it not to be as long as last years as felt this went on for too long.

### **New Constitution, recommendation Carey and Jason**

Carey and Jason have reviewed the New Constitution in line with the BID Policy Review and recommended that Parnell Inc. not adopt the new constitution at this stage as it had been received rather late from the BID team. Jason said it has been significantly changed in certain areas and we needed time to understand the implications and he felt we should not to rush into it. Carey said there is more compliance in it now than previously. Cheryl noted that our current constitution is very robust and is not out of line with the BID Policy, so we have time to assess this.

Paul Van Dorsten asked when we are going to change our name. Cheryl said we will continue to trade as an Incorporated Society. Our legal name is Parnell Incorporated, but we can trade under Parnell Business Association as this was the preference. She said that as soon as we roll out the new branding we will change this as well.

### **3. Brand Repositioning**

- Presentation of 2 alternatives from Ogilvy  
Cheryl and Peter explained the latest feedback from the previous meeting and went over both the responses with brand concepts.

The first one Peter said is around the concept of 'breathe' with the colour palate from around Parnell and the visual elements of a breathing pattern of waves.

Dana presented the second concept which does not use the breathe concepts but is more about 'spaces', using the word space to identify the multiple elements and spaces that Parnell has, e.g. the hill/rise, culture, landmarks. It's about the 'space' to be. Cheryl said Ogilvy talked about this as the 'quilt' of Parnell with the different elements.



Paul Spackman asked for feedback from Committee members. He said we need to decide which one of the two we prefer.

Martyn complimented the subcommittee on their efforts in getting this to this stage. He said he preferred the 'hill' visual but the font needs slight refining. Ricky was in total agreement with this and thought it may be good to look at different font options. Paul Van Dorsten said he liked the simplicity of the visual images that different parts of Parnell could use and that this would work well as it is slightly retro. Cheryl said we need to approve a concept before details can be finalised. Various other positive comments were made regarding the second concept and its ability to adapt and have longevity.

All agreed that we would go with the second concept of 'space'

- Ideas around brand roll out and presentation at the AGM  
Paul Spackman asked for confirmation on our approach at the AGM. He and Cheryl felt we should only present the one concept, walk attendees through it (someone from Ogilvy to do this). We would not have any take away printed material. The idea would then be to re-present in November once everything is finalised. Carey said we need to tell the journey of how we arrived at this point as that is very important.  
Cheryl noted that we don't have a budget for a big launch and that the new identity would roll out as campaigns came on stream, but one of the first elements would be the website  
Cheryl asked where in the AGM agenda the brand presentation should fit. Committee members agreed to do it at the end, as can end on a positive note.

#### 4. **List of Items post AGM for October meeting (just to note)**

- Publish list of committee members to members and update on website/newsletter
- Induction new committee members
- Board Charter to sign
- Financials uploaded to Incorporated Society website
- Draft Minutes AGM sent to BID team within 30 days
- Confirm budget agreed at AGM
- Annual Accountability Agreement signed and sent to BID team
- New signed BID Programme agreement, sent to BID team
- Set meeting with new Waitemata Local Board
- New Constitution – team to evaluate and Grant Hewison's offer of assistance. There is nothing that we are doing that is against the BID policy documentation.

Paul Spackman announce that he would like to have Paul Van Dorsten as deputy chair, if he is voted in as Chairman again at the AGM. He informed the Committee that they would also form an audit and remuneration Sub-Committee. He said he wants to strengthen the governance structure a bit more and will address this at the first meeting following the AGM. He asked for feedback from members. Carey congratulated Paul Van Dorsten on this.

## 5. Major Category promotions

Cheryl provided an update on promotions current and future.

- Décor campaign is closing this Friday and so far there had been over 3,500 entries.
- Waiters Race/Art of Food – the office team was very busy with organising this. So far 38 waiters had registered and final marketing and programming details were taking place.
- Thursday late trading – awaiting confirmation participation, Cheryl said she sent out a mailer for retailers to respond online and that Peter and her will review this on Friday. If not enough retailers agree to staying open we would not advertise this but will still put on the live music.
- 3<sup>rd</sup> December Market Day – Peter said that we are going ahead as planned with Kevin Harvey contributing extensive resources for his area. Parnell Inc. budget will provide some support, plus we would seek support from other landowners.
- Chinese New Year – Cheryl mentioned that Barfoot & Thompson sponsorship has been agreed but she has not had time to progress this any further. The Rooster molds were scheduled to arrive the following week.

## 6. Retailer development/new tenancies

Cheryl provided an update on new businesses and retailer developments.

- Pineapple on Parnell opening
- Wishing Well and Shahi Darbar
- Racked Clothing
- AUT retail project feedback – Cheryl said AUT is doing the last of sensory measurements this week. She indicated that she is not sure exactly what format their feedback would take. Christopher asked if streetscape feedback would be relevant to present to Council to which Cheryl said as she currently understood the outcome of the project, it would be relevant for Council as well as Parnell landowners.
- ATEED Business Clinics – She reported that 6 attended at Jubilee Building
- Marketing Association Course – There had been no takers to the offer of this course.

## 7. B2B Balance of the year

Cheryl informed the Committee of the next B2B meetings for members

- 13<sup>th</sup> Oct – ANZ and economist
- 23<sup>rd</sup> Nov - Ogilvy TBC with presentation of brand

## 8. Parnell Station/Cowie Street Residents

The Chairman said he has a draft of the document that noted Parnell Inc's request to withdraw as an appellant. This has been agreed and is sitting with the Cowie Street Residents' lawyers.

## 9. Council Matters



There were no matters to report. Christopher asked who has voted and encouraged all members to do so.

**10. Financial & Staff/Housekeeping**

- Health & Safety update

Ricky said an Action plan for the office is underway. Barbie provided an update on Health & Safety for the Waiters' Race, including Council permit requirements and St John's involvement.

Paul thanked Hamish and Christopher for their involvement in the Committee and how much he has appreciated both their inputs. He said the six years that Christopher had contributed, had been invaluable. He also acknowledged Hamish for his contribution over the last three years.

Meeting closed: 5.36pm

**AGM 6<sup>th</sup> Oct**

**Next meeting 25<sup>th</sup> Oct**