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Jetty Road Mainstreet Committee

NOTICE OF MEETING

Notice is hereby given that a meeting of the Jetty Road Mainstreet Committee will be held in the

**Glenelg Library Meeting Room
Colley Terrace, Glenelg**

Wednesday 1 August 2018 at 6.00pm

Justin Lynch
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairman, Mark Faulkner will declare the meeting open at 6:00 pm.

2. APOLOGIES

2.1 Apologies – Councillor Bradshaw and Councillor Charlick

2.2 Absent

3. DECLARATION OF INTEREST

If a Committee Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Committee they are asked to disclose the interest to the Committee and provide full and accurate details of the relevant interest. Committee Members are reminded to declare their interest before each item.

4. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 4 July 2018 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 Without Notice

5.2 With Notice - Nil

6. MOTIONS ON NOTICE - Nil

7. REPORTS/ITEMS OF BUSINESS

7.1 Monthly Finance Report (Report No: 259/18)

7.2 Events Update – Verbal update

7.3 Draft Jetty Road Retail Strategy 2018-2022 and JRMC Governance Model - Council Workshop 7 August 2018 (Report No: 262/18)

7.4 Jetty Road Lighting and Banners (Report No: 263/18)

7.5 Jetty Road Websites – Upgrade Update (Report No: 261/18)

7.6 Jetty Road Trader Workshop: Participating in Jetty Road Events (Report No: 260/18)

8. URGENT BUSINESS – Subject to the Leave of the Meeting**9. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 5 September 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

10. CLOSURE

**JUSTIN LYNCH
CHIEF EXECUTIVE OFFICER**

Item No: **7.1**
Subject: **MONTHLY FINANCE REPORT**
Date: 1 August 2018
Written By: Jetty Road Development Coordinator
Acting General Manager: Mr M Rechner, Community Services

SUMMARY

Jetty Road Mainstreet Committee end of 2017/18 financial year report is prepared by the Jetty Road Development Coordinator presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Community: Providing welcoming and accessible facilities
Community: Fostering an engaged and contributing community
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMC) has been established to undertake work to benefit the traders on Jetty Road Glenelg, using the separate rate raised for this purpose. An annual budget is endorsed by Council each year. Expenditure is monitored against budget each month to ensure that all expenditure and income is within approved parameters.

REPORT

The 2017/2018 Jetty Road Mainstreet budget end of financial year result has been delivered on track.

Effective budget management has allowed for \$80,000 of cost savings to be made in 2017/18 across a number of budget lines. These cost savings in 2017/18 took place in some of the following areas:

- \$39,000 - Winter Wonderland -event management and operational savings were made
- \$13,000 - Salaries – position re-classification JRM to JMC
- \$26,000 - Events and project management – even management and operational savings were made
- \$2,000 - Tour Down Under

These cost savings have allowed for an \$80,000 carry over to the 2018/19 financial year to be achieved. At the 21 February Special JRMC budget meeting the JRMC agreed that they preferred to allocate the 2017/18 cost savings towards a Street Party and the implementation of the Jetty Road Retail Strategy 2018-2022. New strategic initiatives will be informed by the action and implementation plan from the strategy and include:

- Leasing plan e.g. investment brochure, online e-brochure
- Retail marketing initiatives
- Further website upgrades
- Trader workshops and networking events

Refer attachment 1

BUDGET

Not Applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 30 June 2018

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2016/17 Comparatives</u> Actuals 30 June
Revenue					
General Rates Raised	564,539	564,539	564,510	(29)	553,470
Other Income	4,200	4,200	2,612	(1,588)	8,826
Gift Card Revenue	-	-	26,059	26,059	9,502
	568,739	568,739	593,181	24,442	571,799
Expenses					
Employee Costs	163,286	163,286	149,323	13,963	154,921
Sponsorships	12,500	8,483	9,771	(1,288)	-
Professional Services	17,315	17,315	28,416	(11,101)	2,544
Event Management	69,938	69,938	41,705	28,233	95,457
Marketing	119,500	119,500	125,083	(5,583)	107,943
Repairs & Maintenance	5,000	5,000	994	4,006	5,948
Food & Drink	3,250	3,250	2,782	468	4,108
Office Expenses	1,750	1,750	1,315	435	2,468
Directory Board	2,500	2,500	939	1,561	1,563
Christmas Decorations	20,000	20,000	20,064	(64)	154
Operation Shopfront	500	500	195	305	678
Gift Card Expenditure	-	4,017	30,240	(26,223)	-
Unallocated credit card expenditure	-	-	-	-	145
Greening the Precinct (2016/17 project)	-	-	-	-	25,012
Christmas Pageant	35,717	35,717	30,502	5,215	69,850
Winter Wonderland	74,421	74,421	34,685	39,736	55,567
Tour Down Under	50,000	50,000	42,100	7,900	37,637
November Street Party	30,000	30,000	34,318	(4,318)	-
Tram Track Marketing Campaign	(80)	(80)	(2,393)	2,313	-
	605,597	605,597	550,039	55,558	584,224
Net Profit/(Loss)*	(36,858)	(36,858)	43,142	80,000	(12,425)

*Annual Budget includes carry forward amount from 2016/17 of \$42,358

Marketing - Breakdown

	Actual	Budget
Digital Marketing	39,790	25,400
Radio	296	-
Television	-	-
Outdoor Signage	58,145	46,770
Print Media	14,449	11,115
Promotional Collateral	12,403	31,500
Contingency Budget		4,715
	<u>125,083</u>	<u>119,500</u>

226 - Glenelg Mainstreet

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Actuals	Variance
200 - Salaries	131,080	0	131,080	113,994	17,086
205 - Wages	0	0	0	180	(180)
249 - Wages - Overtime	4,000	0	4,000	4,565	(565)
250 - Salaries Superannuation	12,303	0	12,303	13,239	(936)
283 - Sponsorships	12,500	0	12,500	36,108	(23,608)
300 - Other Contractual Services	0	0	0	416	(416)
301 - Professional Services	17,315	0	17,315	28,000	(10,685)
310 - Project/Event Management	90,000	(20,062)	69,938	41,705	28,233
331 - Repairs and Maintenance - General Contract	0	5,000	5,000	564	4,436
367 - Repairs and Maintenance - Art Exhibits & Signage	0	0	0	430	(430)
397 - Operation Shopfront	500	0	500	195	305
401 - Christmas Decorations	20,000	0	20,000	20,064	(64)
415 - Food and Drink	1,250	0	1,250	2,314	(1,064)
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	468	1,532
426 - Printing and Stationery - Other	750	0	750	212	538
433 - Marketing - Promotion & Familiarisation	100,000	19,500	119,500	125,083	(5,583)
438 - Directory Board	2,500	0	2,500	939	1,561
800 - Other Expenditure	0	0	0	185	(185)
802 - Training, Course and Seminar Fees	6,500	2,500	9,000	8,905	95
817 - Insurance - Workers Compensation - Sals	6,903	0	6,903	8,439	(1,536)
832 - Telecommunications	1,000	0	1,000	918	82
8GC - Gift Card Expenditure	0	0	0	3,903	(3,903)
900 - Miscellaneous Income	0	0	0	(19,643)	19,643
910 - Ticket Sales	(4,200)	0	(4,200)	(2,468)	(1,732)
966 - General Rates Raised	(564,539)	0	(564,539)	(564,510)	(29)
9GC - Gift Card Revenue	0	0	0	(6,560)	6,560
	(160,138)	6,938	(153,200)	(182,355)	29,155

J01 - Christmas Pageant - Jetty Road Contribution (50% of budget)

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Actuals	Variance
249 - Wages - Overtime	7,223	0	7,223	492	6,731
310 - Project/Event Management	7,000	0	7,000	7,500	(500)
312 - Hire Companies	9,754	0	9,754	9,994	(240)
423 - Repairs and Maintenance - General Materials	1,200	0	1,200	0	1,200
433 - Marketing - Promotion & Familiarisation	6,000	0	6,000	7,316	(1,316)
800 - Other Expenditure	2,520	0	2,520	1,174	1,346
806 - Donations	573	0	573	860	(287)
835 - Entertainment/Special Occasions	5,447	0	5,447	4,666	781
944 - Sponsorship Income	(4,000)	0	(4,000)	(1,500)	(2,500)
	35,717	0	35,717	30,502	5,215

J02 - Winter Wonderland - Jetty Road Contribution (50% of Budget)

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Actuals	Variance
249 - Wages - Overtime	541	0	541	73	468
301 - Professional Services	100,000	0	100,000	104,085	(4,085)
310 - Project/Event Management	2,207	0	2,207	0	2,207
326 - Security Services - General	12,000	0	12,000	10,657	1,343
400 - Other Materials	0	0	0	1,250	(1,250)
433 - Marketing - Promotion & Familiarisation	18,000	0	18,000	14,214	3,786
492 - Web Sites Updates	170	0	170	77	93
800 - Other Expenditure	4,677	0	4,677	1,855	2,822
801 - Advertisements	15,485	0	15,485	0	15,485
835 - Entertainment/Special Occasions	6,356	0	6,356	0	6,356
900 - Miscellaneous Income	0	0	0	(1,909)	1,909
910 - Ticket Sales	(81,720)	0	(81,720)	(95,617)	13,897
944 - Sponsorship Income	(3,295)	0	(3,295)	0	(3,295)
	74,421	0	74,421	34,685	39,736

J03 - Tour Down Under - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Actuals	Variance
205 - Wages	1,400	0	1,400	2,410	(1,010)
249 - Wages - Overtime	2,750	0	2,750	3,957	(1,207)
310 - Project/Event Management	35,000	0	35,000	1,919	33,081
312 - Hire Companies	10,100	0	10,100	33,626	(23,526)
327 - Cleaning	0	0	0	117	(117)
405 - Videos/DVDs	0	0	0	19	(19)
415 - Food and Drink	0	0	0	851	(851)
423 - Repairs and Maintenance - General Materials	750	0	750	0	750
835 - Entertainment/Special Occasions	0	0	0	700	(700)
904 - Donations and Contributions	0	0	0	(1,500)	1,500
	50,000	0	50,000	42,099	7,901

J04 - November Street Party

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Actuals	Variance
249 - Wages - Overtime	0	0	0	3,989	(3,989)
310 - Project/Event Management	0	30,000	30,000	26,669	3,331
312 - Hire Companies	0	0	0	1,755	(1,755)
433 - Marketing - Promotion & Familiarisation	0	0	0	1,905	(1,905)
	0	30,000	30,000	34,318	(4,318)

39A - Tram Track Marketing Campaign

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Actuals	Variance
426 - Printing and Stationery - Other	0	0	0	1,598	(1,598)
433 - Marketing - Promotion & Familiarisation	0	39,920	39,920	36,010	3,910
943 - Grants - Other	0	(40,000)	(40,000)	(40,000)	0
	0	(80)	(80)	(2,393)	2,313

Item No: **7.3**

Subject: **DRAFT JETTY ROAD RETAIL STRATEGY 2018-2022 - AND JRMC GOVERNANCE MODEL - COUNCIL WORKSHOP 7 AUGUST 2018**

Date: 1 August 2018

Written By: Jetty Road Development Coordinator

Acting General Manager: Mr M Rechner, Community Services

SUMMARY

Council's workshop to be held on 7 August 2018 will relate to the following Jetty Road Mainstreet Committee (JRMC) business:

1. The Draft Jetty Road Retail Strategy 2018-2022, and;
2. The JRMC governance model.

The workshop will provide an opportunity for the JRMC Chair to brief the Elected Members on the Strategy along with David West, Principal of Premier Retail Marketing.

Elected Members will be briefed on JRMC's preferred governance model, being Business Incorporated Association.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

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COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

At the 26 June 2018 Council meeting the Elected Members adjourned the approval of the Draft Jetty Road Retail Strategy 2018-2022 for trader consultation. The Motion from the Council meeting C260618/1201:

That Council adjourn the motion to allow time for convening a workshop, including all stakeholder representatives, to take this strategy document and build:

1. *A clear vision;*
2. *Objectives to achieve that vision;*
3. *Strategies necessary to achieve the objectives;*
4. *Actions to be taken and a road map to implement them; and*
5. *Measures to determine our progress in achieving them.*

As a result of this motion Administration has scheduled the discussion on Governance models into the 7 August 2018 Council Workshop and it was decided to include the JRMC governance model on to the Agenda to further inform elected members on the governance model options.

The JRMC is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. During the development of the draft Jetty Road Retail Strategy the opportunity to explore new governance models was identified by the JRMC in consultation with David West, Principle of Premier Retail Marketing. The JRMC conducted a Special Meeting on 20 June 2018 to workshop alternative governance models with a facilitator and external subject matter experts. At the 4 July 2018 JRMC meeting the JRMC recommended to Council their preferred governance model is a Business Incorporated Association established under the *Associations Incorporation Act 1985*.

REPORT

David West, Principal of Premier Retail Marketing has been invited to join the Chair of the JRMC to brief elected members on the Draft Jetty Road Glenelg Retail Strategy 2018-2022. Accompanying the strategy is the four year delivery of the plan and the Jetty Road Development Coordinator has also prepared a frequently asked questions document that was provided to the JRMC on 4 July 2018. These documents will be provided to elected members prior to the workshop to assist in briefing the elected members on the strategy, its delivery and measures.

Once the workshop discussion on the strategy has taken place on 7 August 2018 the process will be:

- JRDC undertake any editing as a result of the 7 August 2018 workshop discussions.
- New changes presented to JRMC for endorsement at Special JRMC meeting in August.

- Amended draft strategy on 28 August 2018 Council Agenda to endorse for trader engagement.
- Post Local Government election Draft Jetty Road Retail Strategy 2018-2022 is distributed for trader consultation in November 2018.

The Governance Model Discussion paper as prepared by Council's lawyers, Kelley Jones, will be provided to Elected Members prior to the workshop. The Chair of the JRMCM will discuss with Elected Members the background on the JRMCM's recommendation to Council their preferred governance model is a Business Incorporated Association.

BUDGET

The JRMCM 2018/19 budget has been approved by Council without consideration of the proposed changes for a new governance model.

LIFE CYCLE COSTS

The cost of public consultation will be absorbed within existing budget lines.

The 2018/2019 budget includes \$40,000 for implementing actions contained in the four year delivery.

The JRMCM need to consider budget implications associated with establishing a new governance model.

Item No: **7.4**

Subject: **JETTY ROAD LIGHTING AND BANNERS**

Date: 1 August 2018

Written By: Jetty Road Development Coordinator

A/General Manager: Mr M Rechner, Community Services

SUMMARY

The branded Jetty Road banners that line Jetty Road require maintenance due to their age and exposure to the elements. On a high wind day recently, one of the signs came loose and is irreparable. In addition to this, affixed to the light poles along the street are spot lights that illuminate the banners at night. A number of these lights are broken and require replacement. Minor banner maintenance and replacement can be delivered by Council Depot staff while the lighting replacement work will need to be undertaken by an external contractor. This report provides an interim and cost effective maintenance option for the Committees' consideration.

RECOMMENDATION

- 1. That the Jetty Road Mainstreet Committee fund the replacement of the Jetty Road banner at Hindmarsh Walk.**
 - 2. That the Jetty Road Mainstreet Committee consider the budget allocations for the replacement of new Jetty Road banners and light replacement in the 2019/20 and 2020/21 budgets.**
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COMMUNITY PLAN

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COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

In the early 2000's the Jetty Mainstreet Committee (JRMCC) funded the production of branded Jetty Road banners (approx. 35 double sided) that are affixed to the light poles along Jetty Road. These banners add to the visual amenity, vibrancy and sense of place.

In addition to the branded banners, the JRMCC funded the purchase of spotlights to illuminate the banners at night time. Administration have located historical financial records associated with the purchase and installation of the banner light fittings during 2008:

REPORT

The signs on the light poles are located close to the tram power lines which creates a difficult situation for maintenance. As of 1 July 2018 new rail safety laws were introduced by the State Government that has now deemed Jetty Road, Glenelg as a Rail Safety Corridor.

As a result, to undertake the required maintenance work, the process would involve seeking a permit from the Department for Planning Transport and Infrastructure (DPTI).

Due to these new regulations, any works on Jetty Road, Glenelg, (that has potential to affect tram operations or encroach near the overhead wires), will need to be directed to DPTI in the first instance, to obtain approval for Rail Network Access. In addition to this DPTI, will need to isolate the electricity wires associated with the tram line. Obtaining permission from DPTI to undertake the work has costs associated with the application (approx. \$130 per hour) as well as the isolation of electricity wires out of tram operational hours (cost unknown).

It is anticipated that maintenance work to replace the entire street lighting could take approximately 6 nights, therefore add to the cost of any future works. It is also important to note that coastal grade LED lighting is expensive, with indicative figures of \$1,000 per light.

Funding Proposal:

Below provides an interim cost effective maintenance option for the replacement of one banner:

Replace 1 double sided banner	Banner production \$300
	Design fees \$250
Lighting (leave as is, with majority of lighting not functioning)	\$0
DPTI Fee (3 hours work + isolate wires)	\$780
Depot wages (out of hours / overtime rate)	\$497.80
	<u>Total: \$1,827.80</u>

The JRMCM should note that the above figures are indicative and further investigation by the Jetty Road Development Coordinator is required to provide an accurate costing.

BUDGET

The JRMCM 2018/19 budget has been approved by Council without consideration of lighting and street banner maintenance costs.

Any future replacements of banners and lights should be considered in future budgets due to the potential costs and impact on current budget.

That the JRMCM consider the budget development for the replacement of new brand aligned banners and light replacement for future 2019/20 and 2020/21 budget cycles.

LIFE CYCLE COSTS

The JRMCM need to consider budget implications associated with the future requirements for the installation of new street banners and lighting for branding purposes and general maintenance purposes.

Item No: **7.5**
Subject: **JETTY ROAD WEBSITE – UPGRADE UPDATES**
Date: 1 August 2018
Written By: Jetty Road Development Coordinator
Acting General Manager: Mr M Rechner, Community Services

SUMMARY

This report provides an update on the website upgrades that have been undertaken to transform the www.jettyroadlifestyle.com website to www.jettyroadglenelg.com

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

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COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Key priorities identified in the draft Jetty Road Glenelg Retail Strategy 2018-2022 identified the need to improve Jetty Road's digital presence. These are as follows:

Priority 1: Promote shopping and dining as a key reason to visit

Action: *Increase Jetty Road Glenelg’s digital presence to showcase businesses, experiences, shopping, promotions and what’s on.*

Priority 2: Develop and enhance the appeal of the retail experience

Action: *Attract investment by developing a Jetty Road Glenelg retail website to showcase the precinct, retail investment and leasing opportunities.*

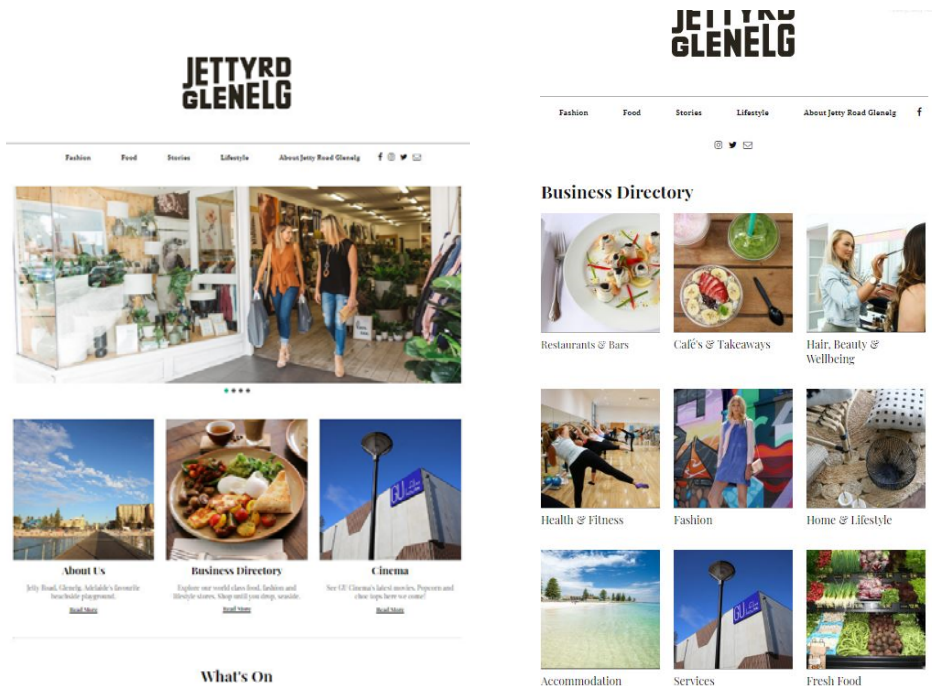
REPORT

The Jetty Road Development Coordinator (JRDC) has been working on upgrades to the www.jettyroadlifestyle.com website to include additional features.

The major new features include:

- New URL: www.jettyroadglenelg.com
- Rolling banner images on the homepage
- A business directory
- Car parking information
- For Business: section that includes information on the precinct and the Jetty Road Glenelg Retail Strategy 2018-2022 for retail investment attraction.
- More imagery

Below provides a screen shot of some of the new website features.



The website upgrades have now been completed and are ready for a soft launch. Further work will be undertaken to upload images to each business in the business directory throughout August by the JRDC.

BUDGET

The JRMC allocated \$2,000 from the 2017/18 budget towards the website upgrades.

LIFE CYCLE COSTS

Nil

Item No: **7.6**

Subject: **JETTY ROAD TRADER WORKSHOP: PARTICIPATING IN JETTY ROAD EVENTS**

Date: 1 August 2018

Written By: Jetty Road Development Coordinator

Acting General Manager: Mr M Rechner, Community Services

SUMMARY

This report provides an update on the upcoming Jetty Road Trader Workshop that will be held on 15 August 2018 covering the topic of Participating in Jetty Road Glenelg Events.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

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COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Key priorities identified in the draft Jetty Road Glenelg Retail Strategy 2018-2022 identified the need to improve Jetty Road's digital presence. These are as follows:

Priority 3: Grow the capabilities of the retail sector

Action: Provide training and workshops to the retail sector, that help them make the right investment decisions and to keep their business at the forefront of the industry

The JRDC undertook a trader survey in June to identify the trader capability needs in 15 categories. The following topics were identified as the top training preference:

- Visual Merchandising
- Exceptional customer service
- Assessing your online presence
- Events Workshop – Participating in Jetty Road Events

Quarterly workshops will be delivered in 2018/19 in these areas, with the first in events in the led up to the 2018/19 summer events season.

REPORT

The workshop will include:

- Overview of events in Jetty Road Glenelg - JRMC funded, co-funded with the City of Holdfast Bay and COHB funded
- Why events are held in Glenelg
- Economic overview
- Key opportunities to participate

Workshop outcomes:

- Educated Jetty Road traders
- Increased trader participation
- Providing a longer lead time for traders to sign-up to events to allow them to be well informed and plan
- Administration know well in advance trader involvement for events

BUDGET

The 2018/19 budget has \$11,000 allocated towards the delivery of four trader workshops.

LIFE CYCLE COSTS

Nil