



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 7 March 2018 at 6.00pm

A handwritten signature in blue ink, appearing to read "J.P. Lynch".

Justin Lynch
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

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

2. APOLOGIES

2.1 Apologies received

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 7 February 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 Items in Brief (Report No: 68/18)

7.2 Monthly Finance Report

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 4 April 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

10. CLOSURE



**JUSTIN LYNCH
CHIEF EXECUTIVE OFFICER**

Item No: **7.1**
Subject: **ITEMS IN BRIEF**
Date: 7 March 2018
Written By: Jetty Road Development Coordinator
General Manager: Community Services, Ms T Aukett

SUMMARY

These items are presented for the information of Committee Members.

After noting the report any items of interest can be discussed and, if required, further motions proposed.

RECOMMENDATION

That the following items be noted and items of interest discussed:

1. **Draft Jetty Road Retail Strategy 2018-2022**
 2. **Office Accommodation for Jetty Road Development Coordinator – Jetty Road Development Coordinator - Update**
 3. **Christmas Decorations - Update**
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COMMUNITY PLAN

Culture: Supporting excellent, efficient operations

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

REPORT

1. **Draft Jetty Road Retail Strategy 2018-2022**

Presented for the information of the JRMC is the draft Jetty Road Retail Strategy 2018-2022. Committee Members are asked to provide any feedback they have on this draft strategy by 7 March 2018, so that a final consultation draft can be finalized for endorsement at the next committee meeting.

Following feedback on the content of the draft, the document will be prepared for consultation with traders, and will be presented for endorsement at the committee meeting held on 4 April 2018.

Following endorsement at the committee's April meeting the consultation draft will be provided to Council for their information, at their meeting on 24 April 2018 and engagement with the traders will commence throughout May 2018.

2. **Office Accommodation for Jetty Road Development Coordinator – Jetty Road Development Coordinator - Update**

JRDC has contacted fourteen landlords and leasing agents to investigate costings associated with the establishment of an office space situated in the precinct.

3. **Christmas Decorations - Update**

JRDC is further investigating design concepts and costings for Christmas decorations within the precinct. Final concepts and costings will be presented to the committee, at the meeting to be held on 4 April 2018 for endorsement.

INCOME & EXPENDITURE STATEMENT 31 January 2018

	Annual Budget	YTD Budget	YTD Actuals	Variance
Revenue				
General Rates Raised	564,539	564,539	564,510	(29)
Other Income	4,200	-	20,368	20,368
	568,739	564,539	584,878	20,339
Expenses				
Employee Costs	163,286	94,461	78,588	15,873
Sponsorships	12,500	4,700	24,818	(20,118)
Professional Services	87,253	48,733	47,157	1,576
Marketing	119,500	51,605	75,078	(23,473)
Repairs & Maintenance	5,000	5,000	994	4,006
Food & Drink	3,250	2,223	986	1,237
Office Expenses	1,750	1,366	1,448	(82)
Directory Board	2,500	-	535	(535)
Christmas Decorations	20,000	-	-	-
Operation Shopfront	500	500	195	305
Unallocated credit card expenditure	0	0	7,679	(7,679)
Christmas Pageant	35,717	34,491	31,965	2,526
Winter Wonderland	74,421	69,047	34,613	34,434
Tour Down Under	50,000	34,928	39,394	(4,466)
November Street Party	30,000	20,000	31,669	(11,669)
Tram Track Marketing Campaign	(80)	(80)	(2,393)	2,313
	605,597	366,974	372,726	(5,752)
Net Profit/(Loss)*	(36,858)	197,565	212,153	14,588

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

Marketing - Breakdown

Digital Marketing	15,842
Radio	296
Television	-
Outdoor Signage	47,950
Print Media	9,999
Promotional Collateral	992
	<u>75,078</u>

226 - Glenelg Mainstreet

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
200 - Salaries	131,080	0	131,080	72,820	58,865	13,955	0	58,865	72,215
249 - Wages - Overtime	4,000	0	4,000	1,635	1,181	454	0	1,181	2,819
250 - Salaries Superannuation	12,303	0	12,303	6,836	8,135	(1,299)	0	8,135	4,168
283 - Sponsorships	12,500	0	12,500	4,700	24,818	(20,118)	0	24,818	(12,318)
300 - Other Contractual Services	0	0	0	0	175	(175)	0	175	(175)
301 - Professional Services	17,315	0	17,315	8,941	19,200	(10,259)	0	19,200	(1,885)
310 - Project/Event Management	90,000	(20,062)	69,938	39,792	27,782	12,010	0	27,782	42,156
331 - Repairs and Maintenance - General Contract	0	5,000	5,000	5,000	564	4,436	0	564	4,436
367 - Repairs and Maintenance - Art Exhibits & Signage	0	0	0	0	430	(430)	0	430	(430)
397 - Operation Shopfront	500	0	500	500	195	305	0	195	305
401 - Christmas Decorations	20,000	0	20,000	0	0	0	0	0	20,000
415 - Food and Drink	1,250	0	1,250	435	826	(391)	0	826	424
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	1,788	160	1,628	0	160	1,840
426 - Printing and Stationery - Other	750	0	750	750	908	(158)	0	908	(158)
433 - Marketing - Promotion & Familiarisation	100,000	19,500	119,500	51,605	75,078	(23,473)	1,875	76,953	42,547
438 - Directory Board	2,500	0	2,500	0	535	(535)	0	535	1,965
802 - Training, Course and Seminar Fees	6,500	2,500	9,000	6,267	5,232	1,035	0	5,232	3,768
817 - Insurance - Workers Compensation - Sals	6,903	0	6,903	6,903	5,175	1,728	0	5,175	1,728
832 - Telecommunications	1,000	0	1,000	616	540	76	0	540	460
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	7,679	(7,679)	0	7,679	(7,679)
900 - Miscellaneous Income	0	0	0	0	(19,395)	19,395	0	(19,395)	19,395
910 - Ticket Sales	(4,200)	0	(4,200)	0	(972)	972	0	(972)	(3,228)
966 - General Rates Raised	(564,539)	0	(564,539)	(564,539)	(564,510)	(29)	0	(564,510)	(29)
	(160,138)	6,938	(153,200)	(355,951)	(347,400)	(8,551)	1,875	(345,525)	192,325

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

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	7,223	0	7,223	7,223	2,662	4,561	0	2,662	4,561
310 - Project/Event Management	7,000	0	7,000	7,000	7,500	(500)	0	7,500	(500)
312 - Hire Companies	9,754	0	9,754	9,584	9,789	(205)	0	9,789	(35)
423 - Repairs and Maintenance - General Materials	1,200	0	1,200	1,200	0	1,200	0	0	1,200
433 - Marketing - Promotion & Familiarisation	6,000	0	6,000	6,000	7,058	(1,058)	0	7,058	(1,058)
800 - Other Expenditure	2,520	0	2,520	2,352	932	1,420	0	932	1,588
806 - Donations	573	0	573	573	860	(287)	0	860	(287)
835 - Entertainment/Special Occasions	5,447	0	5,447	5,359	4,666	693	0	4,666	781
944 - Sponsorship Income	(4,000)	0	(4,000)	(4,800)	(1,500)	(3,300)	0	(1,500)	(2,500)
	35,717	0	35,717	34,491	31,965	2,526	0	31,965	3,752

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

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	541	0	541	178	0	178	0	0	541
301 - Professional Services	100,000	0	100,000	100,000	104,085	(4,085)	0	104,085	(4,085)
310 - Project/Event Management	2,207	0	2,207	2,207	0	2,207	0	0	2,207
326 - Security Services - General	12,000	0	12,000	12,000	10,657	1,343	0	10,657	1,343
400 - Other Materials	0	0	0	0	1,250	(1,250)	0	1,250	(1,250)
433 - Marketing - Promotion & Familiarisation	18,000	0	18,000	17,666	14,214	3,452	0	14,214	3,786
492 - Web Sites Updates	170	0	170	170	77	93	0	77	93
800 - Other Expenditure	4,677	0	4,677	0	1,855	(1,855)	0	1,855	2,822
801 - Advertisements	15,485	0	15,485	15,485	0	15,485	0	0	15,485
835 - Entertainment/Special Occasions	6,356	0	6,356	6,356	0	6,356	0	0	6,356
900 - Miscellaneous Income	0	0	0	0	(1,909)	1,909	0	(1,909)	1,909
910 - Ticket Sales	(81,720)	0	(81,720)	(81,720)	(95,617)	13,897	0	(95,617)	13,897
944 - Sponsorship Income	(3,295)	0	(3,295)	(3,295)	0	(3,295)	0	0	(3,295)
	74,421	0	74,421	69,047	34,613	34,434	0	34,613	39,808

J03 - Tour Down Under - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	1,400	0	1,400	1,400	1,305	95	0	1,305	95
249 - Wages - Overtime	2,750	0	2,750	2,675	3,904	(1,229)	0	3,904	(1,154)
310 - Project/Event Management	35,000	0	35,000	30,444	1,919	26,525	0	1,919	33,081
312 - Hire Companies	10,100	0	10,100	0	33,065	(33,065)	0	33,065	(22,965)
423 - Repairs and Maintenance - General Materials	750	0	750	409	0	409	0	0	750
835 - Entertainment/Special Occasions	0	0	0	0	700	(700)	0	700	(700)
904 - Donations and Contributions	0	0	0	0	(1,500)	1,500	0	(1,500)	1,500
	50,000	0	50,000	34,928	39,394	(4,466)	0	39,394	10,606

J04 - November Street Party

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	0	0	0	0	3,989	(3,989)	0	3,989	(3,989)
310 - Project/Event Management	0	30,000	30,000	20,000	24,078	(4,078)	0	24,078	5,922
312 - Hire Companies	0	0	0	0	1,697	(1,697)	0	1,697	(1,697)
433 - Marketing - Promotion & Familiarisation	0	0	0	0	1,905	(1,905)	0	1,905	(1,905)
	0	30,000	30,000	20,000	31,669	(11,669)	0	31,669	(1,669)

39A - Tram Track Marketing Campaign

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