

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

Mayor's Parlour - Glenelg Town Hall
Moseley Square, Glenelg

Wednesday 6 October at 6.00pm

Roberto Bria
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairman, Con Maios 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 1 September 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. PRESENTATIONS

7.1 Jetty Road Masterplan – Stage 1 Chapel Street and Hindmarsh Lane Progress

Ms Cherie Armfield, Project Manager, Public Realm & Urban Design will provide an update and progress report of the Chapel Street and Hindmarsh Lane upgrade.

7.2 Long-term financial planning

Ms Pam Jackson, General Manager, Strategy and Corporate will provide an update on the rates, budget and long-term financial planning.

8. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|--|---------------------|
| 8.1 | Monthly Finance Report | (Report No: 330/21) |
| 8.2 | Marketing Update | (Report No: 331/21) |
| 8.3 | Jetty Road Events Update | (Report No: 332/21) |
| 8.4 | Jetty Road, Glenelg Business Needs Survey 2021 | (Report No: 335/21) |
| 8.5 | JRMC Self-Assessment | (Report No: 333/21) |

6. URGENT BUSINESS – Subject to the Leave of the Meeting

7. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 November 2021 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg

8. CLOSURE



ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 6 October 2021

Written By: Manager, City Activation

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee August 2021 variance report is presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business

Economy: Making it easier to do business

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCC) 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 2021/22 Jetty Road Mainstreet budget is on track.

Refer Attachment 1

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Attachment 1



INCOME & EXPENDITURE STATEMENT 31 August 2021

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2020/21</u>	
					Actuals 31 August	Actuals 30 June
Revenue						
General Rates Raised	598,480	598,480	598,469	(11)	584,449	584,449
Other Income	20,000	764	505	(259)	3,005	22,154
	618,480	599,244	598,974	(270)	587,454	606,603
Expenses						
Employee Costs	206,153	32,969	42,876	(9,907)	31,659	207,435
Sponsorships	26,500	-	-	-	-	-
Event Management	39,500	12,610	-	12,610	1,158	23,585
Christmas Decorations	10,000	-	-	-	-	-
Marketing	267,399	17,881	17,405	476	22,746	206,578
Retail Strategy Implementation	10,000	265	-	265	-	480
Food & Drink	3,500	-	13	(13)	-	456
Directory Board	2,500	-	-	-	-	-
Donations	2,500	-	-	-	-	-
COVID-19 Related Expenditure	20,000	-	5,355	(5,355)	-	-
Other Expenditure	5,000	1,298	-	1,298	490	12,045
Lighting	-	-	-	-	-	41,618
Unallocated credit card expenditure	-	-	-	-	-	-
Professional Services	-	-	-	-	-	334
Repairs & Maintenance	-	-	-	-	-	275
Winter Activation	40,000	38,828	20,532	18,296	-	43,268
Tour Down Under	30,000	-	-	-	-	-
Spring Street Party	30,000	-	-	-	-	-
Gin Festival	50,000	-	-	-	-	-
March Activation	40,000	-	-	-	-	-
	783,052	103,851	86,181	17,670	56,053	536,074
Net Profit/(Loss)*	(164,572)	495,393	512,793	17,400	531,401	70,529

*Annual Budget includes carry forward amount from 2020/21 of \$164,572

Marketing - Breakdown

	Actual	Budget
Digital Marketing	8,009	
Radio	-	
Television	-	
Outdoor Signage	1,871	
Print Media	-	
Promotional Collateral	7,525	
Contingency Budget		
	<u>17,405</u>	<u>267,520</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	176,703	0	176,703	28,544	38,859	(10,315)	0	38,859	137,844
249 - Wages - Overtime	5,500	0	5,500	0	0	0	0	0	5,500
250 - Salaries Superannuation	17,670	0	17,670	2,854	2,447	407	0	2,447	15,223
283 - Sponsorships	26,500	0	26,500	0	0	0	0	0	26,500
310 - Project/Event Management	39,500	0	39,500	12,610	0	12,610	0	0	39,500
31D - Retail Strategy Implementation	10,000	0	10,000	265	0	265	0	0	10,000
401 - Christmas Decorations	10,000	0	10,000	0	0	0	10,000	10,000	0
415 - Food and Drink	2,500	0	2,500	0	0	0	0	0	2,500
41F - Food, Drink, Entertainment (FBT Applicable)	1,000	0	1,000	0	13	(13)	0	13	987
433 - Marketing - Promotion & Familiarisation	307,399	0	307,399	17,881	17,405	476	0	17,405	289,994
438 - Directory Board	2,500	0	2,500	0	0	0	0	0	2,500
806 - Donations	2,500	0	2,500	0	0	0	0	0	2,500
817 - Insurance - Workers Compensation - Sals	6,280	0	6,280	1,570	1,570	0	0	1,570	4,710
8GC - Gift Card Expenditure	5,000	0	5,000	1,298	0	1,298	0	0	5,000
COV - COVID-19 Related Expenditure	20,000	0	20,000	0	5,355	(5,355)	0	5,355	14,645
900 - Miscellaneous Income	0	0	0	0	(5)	5	0	(5)	5
966 - General Rates Raised	(598,480)	0	(598,480)	(598,480)	(598,469)	(11)	0	(598,469)	(11)
974 - Sales - Other and Promotional Items	(20,000)	0	(20,000)	(764)	0	(764)	0	0	(20,000)
9GC - Gift Card Revenue	0	0	0	0	(500)	500	0	(500)	500
	14,572	0	14,572	(534,221)	(533,325)	(896)	10,000	(523,325)	537,897

J02 - Winter Activation - 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
301 - Professional Services	40,000	0	40,000	38,828	20,532	18,296	0	20,532	19,468
	40,000	0	40,000	38,828	20,532	18,296	0	20,532	19,468

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	600	0	600	0	0	0	0	0	600
249 - Wages - Overtime	5,000	0	5,000	0	0	0	0	0	5,000
433 - Marketing - Promotion & Familiarisation	8,000	0	8,000	0	0	0	0	0	8,000
800 - Other Expenditure	16,400	0	16,400	0	0	0	0	0	16,400
	30,000	0	30,000	0	0	0	0	0	30,000

J04 - Spring 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	3,000	0	3,000	0	0	0	0	0	3,000
310 - Project/Event Management	27,000	0	27,000	0	0	0	0	0	27,000
	30,000	0	30,000	0	0	0	0	0	30,000

J05 - Gin Festival

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
800 - Other Expenditure	50,000	0	50,000	0	0	0	0	0	50,000
	50,000	0	50,000	0	0	0	0	0	50,000

Item No: **8.2**

Subject: **MARKETING UPDATE**

Date: 6 October 2021

Written By: Manager, City Activation

General Manager: Community & Business Services, Ms M Lock

SUMMARY

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2020/21 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

The Jetty Road Mainstreet Committee note this report

COMMUNITY PLAN

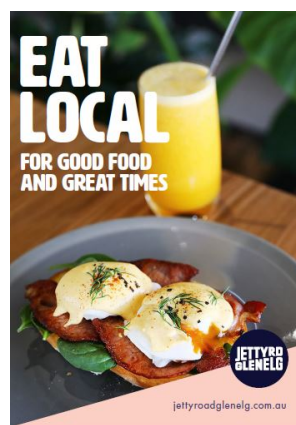
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

BACKGROUND

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2020/21 Marketing Plan.

REPORT

'Be Local' Campaign:



Aligned with the Jetty Road Marketing Plan, a campaign to instil local pride amongst the community was ran through August/ September on local faces behind the businesses for the community to read. This included blogs, placement of bin corflutes around precinct and social media posts.



HOW LONG HAVE YOU BEEN SERVING COFFEE AT THE BAY?

I've been on Jetty Road since December 2004, so this should be coming up 17 years! I've to find a new site for my own Cibo store and I actually walked past the old Australia Post just at the exact moment the real estate agent put the sign up on the front windows. I just opportunity as the location was perfect.



Flowers have a unique way of bringing people together, and it's that passion that Amanda and I mum Isobel have dedicated their careers to at Bay Junction Florist. As Jetty Road royalty, the p have been gifting fresh blooms to locals for the past 41 years. We sat down for a chat with Amanda...

WHAT DO YOU LOVE ABOUT JETTY ROAD GLENELG?

Consumer News

The monthly Jetty Road consumer newsletter was emailed to 5,985 subscribers on 23 September. The edition covered 'Spring Fashion Trends' from some targeted retailers, a 'School Holiday Guide', a 'Be Local' blog and a 'What's On' section. This EDM had a 27% open rate with 1,600 opens and 280 total clicks.

Jett Road LOCAL Summer Magazine

The upcoming 'Summer Edition' of the Jetty Road LOCAL Magazine has had all advertising booking spots occupied with the intended 30% of the magazine consisting of advertorial spots. Construction of the magazine is ongoing. The magazine release date is planned for release into the public on 4 November 2021.

CityMag Magazine

Aligned with the Jetty Road Marketing Plan, a CityMag Magazine production that went to print on 23 September included a 'Locals Love' section soaking up some good things Jetty Road has to offer. A focus on destination publicity of the precinct, targeting day trippers and tailoring this advertising for this editorial to a specific audience CityMag attracts. Readership numbers will be supplied when the print run ends.



Jetty Road Website

The Jetty Road, Glenelg website through 13 August – 22 September 2022 experienced 5.2k users and total number of website hits equating to 6.2k. 64% of the website traffic was amassed from organic searches with 18% from Jetty Road social media channels and 12% visiting the website directly.

Top three visited pages included:

- Jetty Road Tattoo Studio
- Directory
- Winter Warmers




Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 20 August to 20 September 2021.

Facebook

	21 June – 20 July	21 July – 20 August	21 August – Sept
Page Followers	29,500 ↓	29,600 ↑	30,570 ↑
Posts	30 ↑	29 ↓	30 ↑
Post engagement	Reactions 1.8k Comments 587 Shares 107	Reactions 1k ↓ Comments 90 ↓ Shares 40 ↓	Reactions 1.3k ↑ Comments 372 ↑ Shares 81 ↑

Best performing posts of **community engagement** through 21 August to 20 September 2021.

13 September 2,112 engagement	22 August 1k engagement	8 September 192 engagement
		

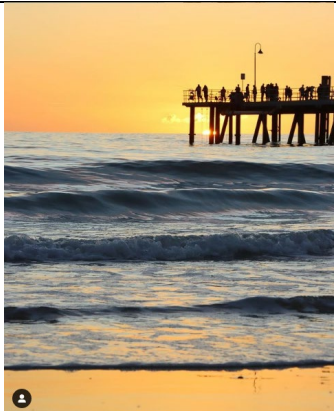
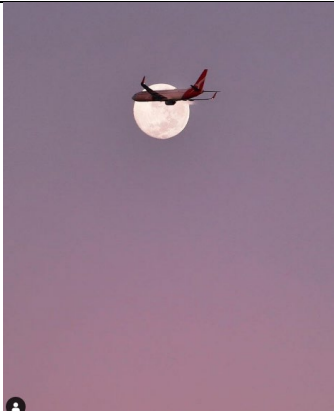

Best performing posts for **reach** through 21 August to 20 Sep 2021.

13 September 15.4k reached	11 September 7.6k reached	18 September 6.4k reached
	<p>Are you a young muso or know of a youth band? 🎸</p> <p>Now open for bands (aged 12-25 years) to perform at a festival next month</p> <p>The Bands event will be held on the weekend of 27-28</p> <p>... See More</p> 	


Instagram

	21 June – 21 July	21 July – 20 August	21 August – 20 Sept
Followers	18.7k ↑	18.8k	18.9k ↑
Posts	29 ↑	29	30 ↑
Interaction	8.8k ↑	9k ↑	6K ↓
Reached	47.1k ↑	39.7k ↓	25k ↓
Comments	249 ↑	222 ↓	160 ↓
Stories	344 ↓	339 ↓	300 ↓

Best performing posts for **community interaction** through 21 August to 20 September 2021.

29 August July – 500 interaction	15 Sept – 380 interaction	13 Sept - 370 interaction
 <p>What a forecast coming up this week – Warming up every day to 29C!</p>	 <p>For the love of travelling safely again- where do you dream to go?</p>	 <p>Introducing Stamford Grand takeaway High Tea</p>

Best performing posts for **reach** through 21 August to 20 September 2021.

13 Sept– 7.5k reach	18 Sept – 5.7k reach	29 August – 5.5k reach
 <p>Introducing @stamfordgrandelaide Takeaway High Tea 🍰</p> <p>Enjoy and indulge where and when you please. This will make any occasion a special!</p>	 <p>Paint and sip into the weekend @studiovinoau 🍷</p> <p>Grab a friend or group, book a themed session and get artsy! We promise it's a lot of fun!</p>	 <p>What a forecast coming up this week – Warming up every day to 29C!</p>

Best performing stories for reach through 21 August to 20 September 2021.

1.24k reached	1.23k reached	1.16k reached
		

BUDGET

The JRMCM have \$267,520 allocated towards implementing the 2021/22 Marketing Plan, of which \$17,670 has been expended as at 31 August 2021.

LIFE CYCLE COSTS

Not applicable.

Item No: **8.3**

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 6 October 2021

Written By: Manager, City Activation

General Manager: Community & Business Services, Ms M Lock

SUMMARY

JRMC in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan. This report provides an overview of upcoming events.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The JRMC in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

REPORT

Glenelg Ice Cream Festival

The Glenelg Ice Cream Festival is a family friendly event that is scheduled to take place on Saturday 30 October from 11am – 5pm. The footprint for the event is to include Jetty Road, Glenelg, Chapel Street Plaza, Moseley Square and the Glenelg Foreshore. The event will trade from 11am – 5pm with side-street and Moseley Square activations to continue to trade until 10.00pm (Milton, Soal, Waterloo, Sussex and Durham Streets as well as Moseley Square). To date 30 Jetty Road traders have registered to participate.

External ice cream and dairy producers have been approached to participate in the event and at the time of writing Gelista, Popsicool Sunnyside Softly, Barossa Valley Ice Cream Company and Golden North have confirmed their involvement.

Proposed entertainment:

- Main stage: Rhythm Cats with old fashioned cars and swing dancers
- Fashion parade
- Roving entertainment
- Kids activities: craft and lego workshops
- Other installations

10 vintage clothing and accessories stalls have also been secured along with henna tattoo stalls and glitter face painting stalls.

City to Bay 2021

The City to Bay Run event has been postponed to Sunday 7 November 2021 (originally scheduled for September).

Summer Events 2021/22

Note: additional information regarding the summer season of events, including a confidential briefing, will be tabled at the meeting.

- Glenelg Sunset Markets – scheduled to be held on 12 December 2021, 9 & 30 January, 13 & 20 February and 13 March 2022.
- Mix 102.3 Giant Wheel is set to return from 29 October 2021 to 8 May 2022
- Foreshore Fridays – live music every second Friday 6-7:30pm from November-March
- Christmas at the Bay – scheduled to be held on 27 and 28 November.
Concepts are underway to develop a Christmas weekend which comprises of multiple activations to drive visitation and spend across the precinct. Activations will include the sunset markets, installations, children's activities and a potential activation in Chapel Street Plaza.
- Bay Sheffield Festival – 27 & 28 December 2021, to be held at Glenelg Oval as in 2020
- New Year's Eve – 31 December 2021 fireworks display and live entertainment. Glenelg Foreshore and Wigley Reserve.

Chapel Street Plaza Activations

The JRDC will bring forward for JPMC consideration a variety of Chapel Street Plaza Activations in the form of smaller boutique events in the plaza.

BUDGET

The 2020/21 and 2021/22 budget provides sufficient funds to deliver the above mentioned events.

LIFE CYCLE COSTS

Not applicable

Item No: **8.4**

Subject: **JETTY ROAD, GLENELG BUSINESS NEEDS SURVEY 2021**

Date: 6 October 2021

Written By: Jetty Road Assistant

General Manager: Community & Business, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee aim to measure improvements and changes in the precinct and identify areas of focus to improve the business environment. The 2021 Business Needs Survey was created to capture these insights. Landlords and business owners were invited to complete the survey in August, with 43 responses received.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this briefing.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Making it easier to do business

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Enhancing and promoting the Jetty Road precinct as a vibrant shopping, leisure and entertainment area with year round appeal to residents and visitors is a key objective of JRMC. This includes:

- Furthering the economic development of the Precinct and assisting with business needs
- Creating a known and distinguishable brand within the precinct
- Initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans.

An important aspect of engaging with traders is to seek their feedback on various aspects of the precinct: overall presentation, any perceived barriers to doing business, as well as what

marketing initiatives and events are most effective from a trader perspective. These matters are the subject of an annual survey sent to landlords and business owners.

REPORT

Respondent profile:

The 2021 Jetty Road Glenelg Business Needs Survey was emailed out to the trader database consisting of landlords and business owners on 12 August with a completion deadline of 31 August. The survey received 43 respondents. Of the participants that completed the survey, 20% owned commercial property and 80% did not. 40% of respondents worked in retail, 32% in hospitality and the remainder were in the services and entertainment fields. This is broadly representative of the business mix in the precinct.

Precinct presentation and safety:

Reported satisfaction with the assets in the precinct was mostly high, with more than half of respondents being 'somewhat satisfied' or 'satisfied' with tram stops, pavers, trees/plants/flowers, rubbish bins and street furniture. There was a lower overall reported level of satisfaction with buildings, although nearly a quarter of respondents had no opinion.

Overall, the majority agreed that the precinct is kept clean and well maintained by both Council and property owners/businesses. However, slightly less than half of respondents agreed with the statement 'buildings are clean and well maintained by property owners'. When asked to rate satisfaction with the level of outdoor dining in the precinct, 40% of respondents rated it 3 on a 5-point scale. This suggests a moderate level of satisfaction with current outdoor dining, or no strong opinion.

The lack of recycling options within Jetty Road, Glenelg was apparent from trader responses with more than half stating that alternative waste and recycling options were of need. There was little appetite for paying more for a higher level of cleanliness/maintenance.

Responses revealed a significant difference in the perception of safety between daytime and after hours. While more than two thirds of respondents stated that customers/visitors feel safe in the daytime, a similar proportion reported that the precinct feels unsafe at night. Lighting was considered adequate, but more than 75% of responses were dissatisfied with the amount of police patrols in the precinct. This is consistent with the more than three quarters of respondents who described incidents where they were required to call for police assistance. The most commonly reported issues were in relation to violence, substance abuse, petty theft and the behavior of people presumed to be homeless.

The majority of respondents did not want to see an increase in pedestrianised areas, although pedestrian safety at certain intersections was raised as a matter of concern. There were some comments about the need for more long-term parking (e.g. for personal services businesses that have clients visiting 3+ hours). There is also an expectation that traders should have access to free parking at selected areas in the precinct.

Marketing initiatives and events:

Awareness of the Jetty Road brand is high, with 80% reported awareness. More than 90% of respondents agreed that retail marketing to attract more shoppers is important, with more than half saying that current marketing has been effective. Traders reported that overall the most beneficial forms of marketing were social media and television. The most positively rated events from a trader perspective were school holidays, Christmas shopping, and street parties. The Alpine winter festival was most commonly rated neutrally by traders, skewing slightly negative. The most common source of negative feedback was a perception that visitors to the festival were not attracted eastwards down Jetty Road.

Trade performance and online sales:

For 45% of respondents, store sales reportedly increased in 2019. This increased to 51% who reported store sales increasing in 2020. Overall COVID-19 had a mixed impact on Jetty Road businesses, with some citing a significant negative impact, while others reporting either no impact or a positive impact.

Nearly half of respondents reporting having an online sales presence, with an average of 20% of sales being via a website or other distribution platforms. 43% expressed an interest in participating in a precinct-wide online store.

LIFE CYCLE COSTS

Not Applicable

Item No: **8.5**

Subject: **JRMC SELF ASSESSMENT**

Date: 6 October 2021

Written By: Manager, City Activation

General Manager: Community and Business, Ms M Lock

SUMMARY

Jetty Road Management Committee Members commenced their current terms in April 2021. To ensure clarity and rigour around the roles of individual committee members, and the functioning of the committee as a whole, JRMC members should undergo a self-assessment process. This will align with the practices adopted by other committees of Council.

RECOMMENDATION

That JRMC note this report and initiate a self-assessment process to be completed by December 2021.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Making it easier to do business

Culture: Enabling high performance
Culture: Supporting excellent, efficient operations

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCM) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. This committee operates under a Terms of Reference that was endorsed by Council on 14 April 2020 (minute reference C140420/1775). These terms of reference set out the JRMCM's objectives, purpose, code of conduct, meeting procedures and the process by which members are appointed

Refer to Attachment 1

To ensure there is clarity and rigour around the purpose, roles, and responsibilities of committees and individual committee members, it is good practice for committee members to undergo a self-assessment process of their functioning and performance as a committee.

REPORT

Current members of the JRMCM commenced their terms in April 2021. An appropriate process and timeframe for a self-assessment exercise is as follows:

1. Individual committee members complete a performance review survey on the JRMCM. The survey is an opportunity for committee members to provide confidential feedback on the committee's operation, structure and role.
 - a. Timeframe: 6 – 22 October 2021.
2. Feedback from committee members is reviewed by the Manager, City Activation and General Manager, Community and Business, to identify common themes or other matters of interest. These will then be presented at a meeting of the JRMCM, followed by a facilitated discussion.
 - a. Timeframe: 25 October – 3 November 2021
3. Outcomes and actions arising (including timeframe for implementation) are agreed by the JRMCM.
 - a. Timeframe: adopted at 1 December meeting.

BUDGET

Not applicable

LIFE CYCLE COSTS

Not applicable

Attachment 1





Jetty Road Mainstreet Committee Terms of Reference

Endorsed by Council at its meeting held 14 April 2020 minute reference C140420/1775

1. Background/Preamble

The Jetty Road Glenelg Precinct ("the Precinct") is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year.

In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board ("the Board") with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC).

2. Establishment

The Jetty Road Mainstreet Committee (JRMCM) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*.

3. Objectives

The JRMCM is established to advise Council on:

- 3.1 Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors.
- 3.2 Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- 3.3 A consistent marketing and brand strategy for the Precinct.
- 3.4 Initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans.
- 3.5 The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

4. Purpose

The purpose of the JRMCM is to:

- 4.1 Recommend a strategic management and financial plan for the Precinct for a period of at least four years for consideration and adoption by Council;
- 4.2 Promote the Precinct and to encourage its use by residents, visitors and the greater community in general;

Jetty Road Mainstreet Committee Terms of Reference

- 4.3 To make recommendations to Council in relation to the maintenance and upgrade of the Precinct's existing infrastructure and physical appearance to ensure it is maintained to a high standard in keeping with a historic seaside village concept;
- 4.4 To recommend annually to Council a budget to support the performance of its activities and functions. Through regular reporting to Council on the JRMC's financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.

5. Code of Conduct

- 5.1 All members of the Jetty Road Mainstreet Committee are required to operate in accordance with Part 4 of the *Local Government Act 1999*, in that they are required at all times to:
 - 5.1.1 act honestly in the performance and discharge of official functions and duties;
 - 5.1.2 act with reasonable care and diligence;
 - 5.1.3 not make improper use of information or his or her position; and
 - 5.1.4 abide by the Elected Member Code of Conduct.
- 5.2 All members of the Committee will support as one the recommendations of the Committee and Council and will work with other members of the Committee and with employees of the City of Holdfast Bay in a respectful and professional manner at all times.
- 5.3 The JRMC is subject to compliance with all City of Holdfast Bay policies, plans and procedures.
- 5.4 The Conflict of Interest Provisions under the *Local Government Act 1999* shall apply to all members of the JRMC as if members of the JRMC were Members of Council.
- 5.5 The general duties contained in Section 62 of the *Local Government Act 1999* apply to all members of the JRMC as if members of the JRMC were members of Council.

6. Meetings

- 6.1 Meetings will be held at least once every 2 months.
- 6.2 All meetings of the JRMC shall held in a place open to the public except in special circumstances as defined by section 90 of the *Local Government Act 1999*.
- 6.3 A Notice of Meetings showing the meeting dates, times and locations will be prepared every 12 months and published on Council's web-site, and be displayed in a place or places determined by the CEO.
- 6.4 Meetings will not be held before 5:00pm unless the Committee resolves otherwise by a resolution supported by a two-thirds majority of members of the Committee.
- 6.5 A special meeting can be called by the Chief Executive Officer of the Council at the

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request of the Presiding Member or at least two members of the JRMC to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting.

- 6.6 Each notice of meeting, agenda and reports for each JRMC meeting shall be placed on the Council's website.
- 6.7 Members of the public have access to all documents relating to the JRMC unless prohibited by resolution of the Committee under the confidentiality provisions of section 91 of the *Local Government Act 1999*.

7. Membership

- 7.1 The Jetty Road Mainstreet Committee (JRMC) will consist of up to 13 persons with a maximum of 9 persons who are either landlords or traders in the precinct and are contributing to the separate rate.
- 7.2 The Jetty Road Mainstreet Committee may, if it wishes to do so, appoint up to 2 independent members, in addition to the 9 representatives from landlords and traders, who have relevant skills and experience which will benefit the committee without the requirement to be either landlords or traders in the precinct contributing to the separate rate.
- 7.3 The Council may appoint up to two elected members to the JRMC, namely the Deputy Mayor and one elected member from the Glenelg or Somerton ward. If the Deputy Mayor is not from the Glenelg or Somerton wards then they may elect to stand down for another elected member from the wards. The appointment of the Deputy Mayor is limited by the term of appointment as Deputy Mayor. The Mayor is an ex-officio member of the JRMC with no voting rights.
- 7.4 Members of the JRMC are appointed by the Council.
- 7.5 Elected Members are appointed for the term agreed by Council and committee members are appointed for a term not exceeding 2 years. On expiry of their term, a member may be re-appointed by Council for a further two year term.
- 7.6 The JRMC may make recommendations to the Council regarding the reappointment of any member, at the expiration of the member's term of office and the reappointment is entirely at the discretion of council.
- 7.7 A JRMC Committee Member's office will become vacant if:
- 7.7.1 In the case of the Elected Members of the Council, appointed by the Council to the JRMC, the Elected Member ceasing to hold office as an Elected Member of the Council; and
 - 7.7.2 In the case of the other Management Committee Members appointed in accordance with Clause 7.1:
 - upon the Council removing that person from office; or
 - the member resigning their position from the JRMC.
 - upon the member no longer either landlords or traders in the precinct and are contributing to the separate rate.

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- 7.8 If Council proposes to remove an committee member of from the Committee, it must give written notice to the committee member of its intention to do so and provide that member with the opportunity to be heard at an Executive Committee meeting, if that committee member so requests.
- 7.9 If any Committee Member is absent for three consecutive meetings of the JRMCM without leave of the JRMCM, the JRMCM may recommend to the Council that it remove that Member from office and appoint another person as a Committee Member for the unexpired term.
- 7.10 The removal of a Committee Member and appointment of another Committee Member pursuant to this Clause shall be entirely at the Council's discretion.
- 7.11 In the event of a vacancy in the office of a Committee Member, the Council shall, if it deems fit, appoint another person as a Committee Member on such terms and conditions as it thinks fit.
- 7.12 Each Committee Member must participate in the Council orientation and induction program for Committee Members and must attend all education and training programs as required by the Council from time to time.

Method of Appointment of Committee Members

- 8.1 The method of appointment of the Committee Members will be as follows:
- 8.1.1 At the expiry of each committee member's term, if not eligible for reappointment, the Council will advertise the vacancies and seek nominations for the positions of the committee members of the JRMCM.
- 8.1.2 The Council will call for nominations from either landlords or traders in the precinct and are contributing to the separate rate and will assess these nominations against the following criteria:
- Retail business experience
 - Marketing and/or advertising experience
 - Retail property management experience
 - Experience as a member of a Board of Management or similar governing body
 - Availability to attend meetings
- 8.1.3 If the committee recommends to Council that it believes that the committee would benefit from independent members appointed to the committee with specialist skills the Council would advertise for up to 2 independent members who had skills/experience in the following areas:
- Tourism
 - Events
 - Marketing
 - Food and Dining
 - Economic Development
 - Property Development

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- Investment Attraction
- Urban Planning and Design

8.2 The selection panel will comprise of a member of the JRMC, the Mayor, one elected member appointed to the committee and the Chief Executive Officer of the Council.

8.3 The selection panel will make a recommendation to Council as to the appointment of the committee members for consideration and appointment by the Council.

9. Office Bearers

9.1 At the first meeting of the JRMC in every second financial year, the JRMC shall appoint, for a bi-annual term, a Presiding Member and a Deputy Presiding Member from amongst the Committee Members. The Presiding Member of the Committee is the committee's official spokesperson.

9.2 The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected or Independent Members of the City of Holdfast Bay. The membership of the Committee will consist of two (2) Elected Members being Council members who are from either the Somerton or Glenelg wards. The Mayor shall attend one meeting of the Committee pre quarter with no voting rights.

9.3 The Deputy Presiding Member will act in the absence of the Presiding Member and if both are absent from a meeting of the JRMC, the Committee members will choose a Committee Member from those present, who are not Elected Members of the City of Holdfast Bay, to preside at the meeting as the Acting Presiding Member.

10. Voting Rights

10.1 All members have equal voting rights.

10.2 All decisions of the JRMC shall be made on the basis of a majority decision of the JRMC members present.

10.3 Unless required by legislation not to vote, each member must vote on every matter which is before the JRMC for decision.

10.4 The Presiding Member has a deliberative vote, and in the event of an equality of votes has a casting vote.

11. Meeting Procedures

11.1 Meetings of the JRMC will be conducted in accordance with the *Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, these Terms of Reference and any applicable Code of Practice adopted by the Council.

11.2 In so far as *the Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, the Council's Code of Practice – Procedures at Meetings as applicable to the JRMC and the Terms of Reference does not specify a procedure to be observed in relation to the conduct of a meeting of the JRMC, then the JRMC may determine its own procedure.

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- 11.3 If a member of the JRMC is unable to attend a meeting, they may participate in the meeting by telephone or video conference, in accordance with any procedures prescribed by the regulation or determined by the council under section 89 LG Act and provided that any members of the public attending the meeting can hear the discussion between all committee members.
 - 11.4 The decision of the person presiding at the meeting of the Committee in relation to the interpretation and application of meeting procedures is final and binding on the Committee.
 - 11.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Chair or at least two members of the JRMC to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting. All Members must be given at least four hours' notice of a special meeting.
 - 11.6 All decisions of the JRMC shall be made on the basis of a majority of the members present in person or via provisions in 11.3.
 - 11.7 The presiding member has the right to refuse a motion without notice if he/she thinks that the matter should be considered by way of a written notice of motion, or if he/she believes the motion is vexatious, frivolous or outside of the scope of the Committee.
 - 11.8 The presiding member has the right to end debate if he/she believes that the matter has been canvassed sufficiently, taking into account the Guiding Principles of the *Local Government (Procedures at Meetings Regulations) 1999*.
- 12. Quorum**
- 12.1 A quorum will be half of the Committee plus one, ignoring any fractions. No business can be transacted at a meeting of the JRMC unless a quorum is present
- 13. Minutes of Meetings**
- 13.1 Minutes of the JRMC meetings will be placed on Council's website and a copy provided to all Council and JRMC members within 5 days of a meeting of the JRMC.
 - 13.2 Minutes of the JRMC meetings will be presented to the next meeting of the Council for their information and endorsement.
 - 13.3 Where necessary the minutes of JRMC will include commentary relevant to the decisions made by the committee. This is not a verbatim record of the meeting.
- 14. Financial Management**
- 14.1 The JRMC financial records will be maintained by the council.
 - 14.2 The JRMC will present to the Council for its consideration and adoption, a proposed annual budget for its activities for the ensuing financial year within the timeframes established by Council for its annual budget preparation cycle.

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14.3 The financial year shall be from 1 July to 30 June in the following year.

15. Reporting Requirements

- 15.1 The JRMC will prepare a quarterly report to Council on the activities of the Committee reporting on in particular:
- Strategy – the adopted strategic management and financial plan for the Precinct including stakeholder engagement and resources
 - Promotion – promotional activities undertaken to promote their precinct, attendances of residents and visitors
 - Jetty Road Master Plan – provide recommendations to Council in relation to the upgrade of the Precinct’s existing infrastructure and physical appearance aligned with the Jetty Road Master Plan.
 - Financial Performance - financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.
- 15.2 The JRMC shall at least once per year, review its own performance, terms of reference and membership and provide a report to council including any recommended changes.
- 15.3 The JRMC presiding member will report to council annually summarizing the activities of the JRMC during the previous financial year.
- 15.4 The JRMC will provide a report for inclusion in the Council’s Annual Report on the outcomes of the annual performance review.

16. Secretariat and Support

- 16.1 The Council will employ and manage appropriate Administrative staff¹ to assist the Committee to meet its objectives.
- 16.2 The Chief Executive Officer will ensure that the JRMC has access to reasonable administrative resources in order to carry out its duties.
- 16.3 All workplace equipment and facilities are provided by the Council.
- 16.4 The members of the JRMC will be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

17. Roles and Responsibilities

- 17.1 Chair
- To provide leadership to the Committee.
 - To act as the presiding member at all meetings of the Committee, ensuring that the meeting is conducted in a proper and orderly manner, complying with the requirements of the Local Government Act 1999 and the Local

¹ Funded from the separate rate

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Government (Procedures at Meetings Regulations) 1999.

- To act as the principal spokesperson of the Committee in accordance with Council's media policy.
- To act as the Committee's primary contact with the Administrative staff.
- To regularly liaise with Council Administrative staff in relation to the work of the Committee.
- To provide feedback on Council Administrative staff performance, as required. (The Committee will have the opportunity to provide comment and feedback on staff performance as part of the six monthly City of Holdfast Bay Performance Development Review process. However, any feedback from individual Committee members regarding staff performance must be provided through the Chair).

17.2 Deputy Chair

In the absence of the Chair, to fulfil the role of the Chair.

17.3 Committee Members

- To attend all meetings of the Committee as practical.
- To make recommendations to Council in a fair and impartial manner, and which are within the scope of the Committee.
- To declare any conflict of interest and act appropriately in respect of that conflict.
- To listen to alternate views and act respectfully to other Committee Members.
- Committee Members have no role in directing Administrative staff of the Council.

17.4 Administration

- To refer recommendations of the Committee to Council.
- To provide secretariat and administrative support to the functions of the Committee.
- To ensure that meetings of the Committee occur as scheduled and that members are provided with information in a timely manner.
- To liaise between the Committee and the Jetty Road Traders on matters relevant to the Committee.
- The Coordinator, Jetty Road Development is the principal point of contact between the Committee, through the Chair, and Administration.