

## NOTICE OF MEETING

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

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

**Wednesday 3 February 2021 at 6.00pm**



**Roberto Bria**  
**CHIEF EXECUTIVE OFFICER**

## Jetty Road Mainstreet Committee Agenda

### 1. OPENING

The Chairperson, Con Maios will declare the meeting open at 6:00pm.

### 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 4 November 2020 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. PRESENTATION - Nil

### 8. REPORTS/ITEMS OF BUSINESS

8.1 Monthly Finance Report (Report no: 35/21)

8.2 Marketing Update (Report no: 36/21)

8.3 Jetty Road Lighting Update (Report no: 37/21)

- |     |                            |                    |
|-----|----------------------------|--------------------|
| 8.4 | Jetty Road Events Update   | (Report no: 38/21) |
| 8.5 | JRMC Committee Nominations | (Report no: 39/21) |

**9. URGENT BUSINESS – Subject to the Leave of the Meeting**

**10. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 March 2021.

**11. CLOSURE**



**ROBERTO BRIA**  
**CHIEF EXECUTIVE OFFICER**

Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 3 February 2020

Written By: Jetty Road Mainstreet Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee December 2020 variance report is prepared by the Jetty Road Coordinator and is presented for information of the members of the Jetty Road Mainstreet Committee.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report.**

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### **COMMUNITY PLAN**

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 (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 current 2020/21 Jetty Road Mainstreet budget is on track.

**BUDGET**

Not applicable.

**LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.

# INCOME & EXPENDITURE STATEMENT 31 December 2020

	Annual Budget	YTD Budget	YTD Actuals	Variance	2019/20	
					Actuals 31 December	Actuals 30 June
<b>Revenue</b>						
General Rates Raised	584,446	584,446	584,449	3	578,076	578,076
Other Income	4,000	924	13,247	12,323	4,039	4,064
	<b>588,446</b>	<b>585,370</b>	<b>597,696</b>	<b>12,326</b>	<b>582,115</b>	<b>582,140</b>
<b>Expenses</b>						
Employee Costs	200,872	93,370	97,064	(3,694)	80,650	126,282
Sponsorships	5,800	76	-	76	3,611	5,764
Professional Services	6,000	3,992	-	3,992	6,103	9,084
Event Management	28,000	24,959	3,473	21,486	28,226	31,236
Marketing	195,688	96,761	64,688	32,073	66,690	132,996
Retail Strategy Implementation	20,000	12,760	480	12,280	24,668	25,633
Repairs & Maintenance	1,500	1,500	50	1,450	289	454
Food & Drink	3,250	1,569	146	1,423	1,961	4,050
Directory Board	2,500	-	-	-	-	-
Christmas Decorations	-	-	-	-	20,417	20,417
Public Art Projects	15,000	-	-	-	-	-
Lighting	60,000	-	11,624	(11,624)	-	-
Gift Card Expenditure	-	-	6,485	(6,485)	2,841	4,175
Unallocated credit card expenditure	-	-	(782)	782	1,587	-
<b>Christmas Pageant</b>	<b>20,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5,220</b>	<b>20,000</b>
<b>Winter Wonderland</b>	<b>44,000</b>	<b>44,000</b>	<b>43,142</b>	<b>858</b>	<b>66,217</b>	<b>66,389</b>
<b>Tour Down Under</b>	<b>50,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,384</b>	<b>42,527</b>
<b>October Street Party</b>	<b>30,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>30,931</b>	<b>30,931</b>
<b>Winter Activation</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>23,209</b>	<b>23,209</b>
	<b>682,610</b>	<b>278,987</b>	<b>226,370</b>	<b>52,617</b>	<b>364,004</b>	<b>543,147</b>
<b>Net Profit/(Loss)*</b>	<b>(94,164)</b>	<b>306,383</b>	<b>371,326</b>	<b>64,943</b>	<b>218,111</b>	<b>38,993</b>

\*Annual Budget includes carry forward amount from 2019/20 of \$94,164

**Marketing - Breakdown**

	Actual	Budget
Digital Marketing	18,242	
Radio	-	
Television	-	
Outdoor Signage	10,307	
Print Media	35,005	
Promotional Collateral	1,134	
Contingency Budget		
	<b><u>64,688</u></b>	<b><u>195,688</u></b>

**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	172,824	0	172,824	81,759	85,117	(3,358)	0	85,117	87,707
249 - Wages - Overtime	5,500	0	5,500	779	797	(17)	0	797	4,704
250 - Salaries Superannuation	16,419	0	16,419	7,767	8,086	(319)	0	8,086	8,333
283 - Sponsorships	5,800	0	5,800	76	0	76	0	0	5,800
301 - Professional Services	6,000	0	6,000	3,992	0	3,992	0	0	6,000
308 - Public Art Projects	15,000	0	15,000	0	0	0	0	0	15,000
310 - Project/Event Management	28,000	0	28,000	24,959	3,473	21,486	0	3,473	24,527
31D - Retail Strategy Implementation	20,000	0	20,000	12,760	480	12,280	0	480	19,520
415 - Food and Drink	2,250	0	2,250	780	86	694	0	86	2,164
41F - Food, Drink, Entertainment (FBT Applicable)	1,000	0	1,000	788	60	728	0	60	940
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	1,500	50	1,450	0	0	1,450
433 - Marketing - Promotion & Familiarisation	196,524	0	196,524	96,761	64,688	32,073	0	64,688	131,836
438 - Directory Board	2,500	0	2,500	0	0	0	0	0	2,500
449 - Lighting	60,000	0	60,000	0	11,624	(11,624)	0	11,624	48,376
817 - Insurance - Workers Compensation - Sals	6,129	0	6,129	3,065	3,064	1	0	3,064	3,065
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	(782)	782	0	(782)	782
89A - Carry Forward Budget	(95,000)	94,164	(836)	0	0	0	0	0	(836)
8GC - Gift Card Expenditure	0	0	0	0	6,485	(6,485)	0	6,485	(6,485)
900 - Miscellaneous Income	0	0	0	0	(8)	8	0	(8)	8
910 - Ticket Sales	0	0	0	0	(509)	509	0	(509)	509
966 - General Rates Raised	(584,446)	0	(584,446)	(584,446)	(584,449)	3	0	(584,449)	3
974 - Sales - Other and Promotional Items	(4,000)	0	(4,000)	(924)	(11,280)	10,356	0	(11,280)	7,280
9GC - Gift Card Revenue	0	0	0	0	(1,450)	1,450	0	(1,450)	1,450
	<b>(144,000)</b>	<b>94,164</b>	<b>(49,836)</b>	<b>(350,382)</b>	<b>(414,468)</b>	<b>64,085</b>	<b>0</b>	<b>(414,518)</b>	<b>364,632</b>



J01 - Christmas Pageant - 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
806 - Donations	20,000	0	20,000	0	0	0	0	0	20,000
	20,000	0	20,000	0	0	0	0	0	20,000

**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
205 - Wages	0	0	0	0	34	(34)	0	34	(34)
249 - Wages - Overtime	0	0	0	0	199	(199)	0	199	(199)
301 - Professional Services	108,000	0	108,000	108,000	61,505	46,495	0	61,505	46,495
310 - Project/Event Management	2,000	0	2,000	2,000	200	1,800	0	200	1,800
326 - Security Services - General	11,330	0	11,330	11,330	10,687	643	0	10,687	643
433 - Marketing - Promotion & Familiarisation	19,000	0	19,000	19,000	927	18,073	0	927	18,073
492 - Web Sites Updates	170	0	170	170	0	170	0	0	170
910 - Ticket Sales	(94,000)	0	(94,000)	(94,000)	(30,420)	(63,580)	0	(30,420)	(63,580)
944 - Sponsorship Income	(2,500)	0	(2,500)	(2,500)	0	(2,500)	0	0	(2,500)
	<b>44,000</b>	<b>0</b>	<b>44,000</b>	<b>44,000</b>	<b>43,132</b>	<b>868</b>	<b>0</b>	<b>43,132</b>	<b>868</b>



J04 - October 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
310 - Project/Event Management	3,000	0	3,000	0	0	0	0	0	3,000
433 - Marketing - Promotion & Familiarisation	27,000	0	27,000	0	0	0	0	0	27,000
	30,000	0	30,000	0	0	0	0	0	30,000

Item No: **8.2**

Subject: **MARKETING UPDATE**

Date: 3 February 2020

Written By: Jetty Road Mainstreet Coordinator

General Manager: Community Services, Ms M Lock

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### **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.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report.**

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### **COMMUNITY PLAN**

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

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **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 Jetty Road Marketing Plan.

### **REPORT**

#### **Winter Magazine**

Distribution of the Winter magazine is anticipated in May and work as commenced on putting the magazine together. With the popularity of the 2020 Spring magazine we will again print 20,000 copies and have between 20 & 32 winter warmer discount vouchers. Advertising and Voucher rate cards will be distributed to traders no later than the week beginning 1 February 2021.

### **Spend and Win Competition**

The City of Holdfast Bay's "Spend and Win" competition finished on 13 December 2020. Receipts are currently being collated for a full report to be submitted to council. This report will be presented to JRMC in the March 2021 meeting.

### **Retail Investment Brochure**

The retail investment brochure is now complete. The aim of this brochure is to assist in attracting new business and investors to the Precinct. Pitching the Precinct as a thriving seaside shopping and dining destination and offering unique quality support across multiple levels are some of the drawcards outlined within. The Retail Investment brochure was distributed via email on 22 January 2021.

### **New Trader Information Pack**

The 'new trader information pack' is now complete and waiting on distribution/print. This will occur once the committee re-election has taken place so this information is correct for the duration of the JRMC term.

### **Online Christmas Catalogue**

An online Christmas catalogue was created to promote everything Jetty Road, Glenelg for Christmas 2020. The catalogue included what's on, the photography competition, a shopping catalogue and Christmas recipes. The Christmas Catalogue was promoted through the Jetty Road, Glenelg social platforms and was available online via the Jetty Road website from 22 November 2020 through to 22 January 2021. The online Christmas catalogue received 436 views with 740 impressions and an average time of just under 4 minutes reading / viewing time.

### **12 Deals of Christmas**

A '12 Deals of Christmas' campaign was run from 12 December – 23 December 2020. 12 different businesses with the Jetty Road precinct offered a discount to the public on their allocated day. Deals were released every evening at 7.30pm on the Jetty Road Facebook and Instagram pages for the following days deal. There was very much mixed success with this campaign. Businesses that had excellent results fully embraced the campaign, emailing their own databases, sharing the promotion on their own social accounts and created instore point-of-sale to support their deal. This further increased the reach of their deals and made a real buzz within their businesses on their deals day.

### **Iconic Glenelg Photography Competition**

An 'Iconic Glenelg' photography competition was run from November 27 2020 - 4 January 2021. Three different categories made up Jetty Road, Glenelg's first ever photography competition with prizes awarded for DSLR, SMART phone and KIDS categories. The photography competition achieved a total reach of almost 50,000 across the Jetty Road socials with nearly 2,000 total comments and over 6,000 impressions.

	<b>Votes</b>	<b>Impressions</b>	<b>Reach</b>
<b>DSLR</b>	683	2118	17,983
<b>SMART</b>	599	1601	14,138
<b>KIDS</b>	620	2527	17,614

Winners received a Jetty Road gift card which further encourages spend within the Jetty Road precinct.

At the conclusion of Jetty Roads first photo competition, some ideas and feedback had been discussed to further enhance the next similar exercise.

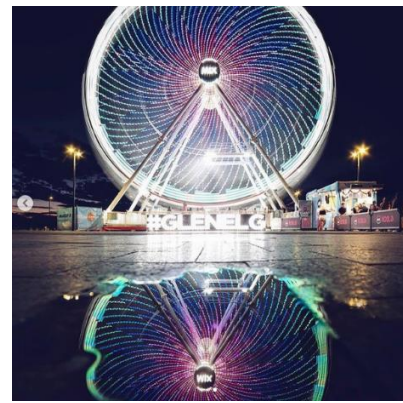
**DSLR Winning Photo**



**SMART Winning Photo**

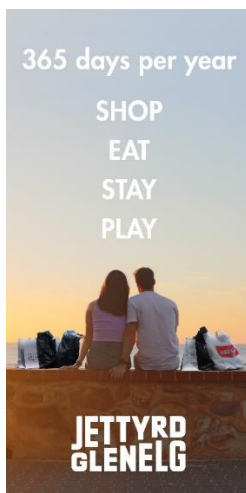


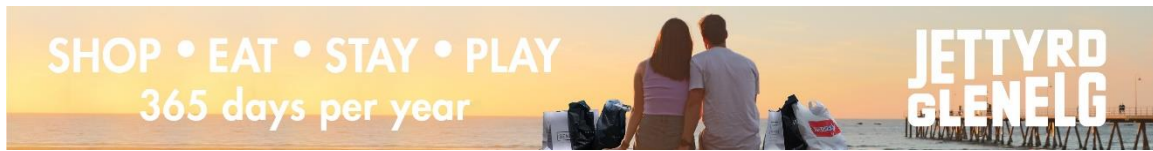
**KIDS Winning Photo**



### **Indaily Branding Advertising**

Between 17 December 2020 and 3 January 2021 Jetty Road was featured on the Indaily website and throughout a number of Indaily EDMs. The website advertising provided Jetty Road precinct with 43,878 impressions which was over double the booked impressions of 20,000. The CityMag EDM that was distributed on 17 December featured a story about Jetty Road which resulted 359 reads of the article and 122 click throughs to the Jetty Road website. Unfortunately, there was an issue with the half page sponsorship of CityMag and the week of ad placements didn't run as they should have across the scheduled period (28 December – 3 January) which a credit was received from the Indaily.





### Jetty Road on Show

A series of events & promotions showcasing the Jetty Road precinct encouraging both local and external spend & visitation within precinct.

### Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 21 December to 20 January 2020.

The messaging through this period continues to promote school holiday activities and traders within the Jetty Road, Glenelg precinct.

### Facebook



	21 September – 21 October	21 October – 21 November	21 December – 20 January
<b>Fans</b>	28,228 ↑	28,386 ↑	28,584 ↑
<b>Posts</b>	69 ↑	31 ↓	38 ↑
<b>Post engagement</b>	4.9k ↑ Reactions 2.9k Comments 1.79k Shares 291	2.0k ↑ Reactions 1.66k Comments 253 Shares 108	2.0k ↑ Reactions 2.43k Comments 1.15k Shares 148

The best performing posts of community engagement through 21 December to 20 January.

7 January 2.2k engagement	7 January 1.7k engagement	7 November 1.0k engagement

The best performing posts for reach through 21 December to 20 January.

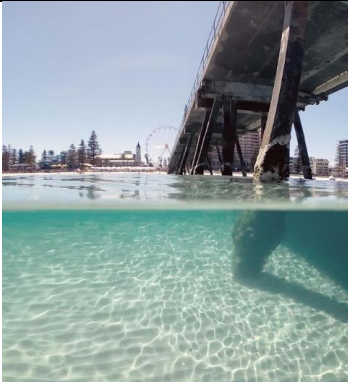




7 January 9.3k reached	7 January 8.4k reached	9 November 8.3k reached
		

### Instagram

	21 September – 21 October	21 October – 21 November	21 December – 20 January
<b>Followers</b>	16.2k ↑	16.5k ↑	17.2k ↑
<b>Posts</b>	36 =	29 ↓	34 ↑
<b>Interaction</b>	5.6k ↓	7.9k ↑	12.7k ↑
<b>Reached</b>			64.7k
<b>Comments</b>	237 ↑	245 ↓	1.5k ↑
<b>Stories</b>	-	473	549 ↑
<b>Story Interactions</b>		571	321 ↑

The best performing posts for community engagement through 21 December to 20 January.

9 January – 1,171 engagement	26 December – 1,077 engagement	31 December - 986 engagement
 <p>Glenelg turning it on 🌃☀️☑️</p>	 <p><b>GIVEAWAY TIME!</b></p> <p>We have two gondolas to give away on the <a href="#">@mixadelaide</a> giant wheel with thanks to <a href="#">@lumoenergy</a> and <a href="#">@skylineferriswheel</a></p> <p>The gondolas fit up to six people so who are you taking with you?</p>	 <p>On behalf of the Jetty Road team we wanted to sign off the year with a big thank you to not only all the Glenelg community and visitors to the Bay but the Jetty Road traders as well.</p> <p>It's been a testing year for all and we wanted to thank you for your ongoing support, including hitting our goal of 17k followers by years end.</p> <p>We hope you've enjoyed seeing some of the best of Glenelg and Jetty Road this year and our aim is to bring you even more in the next 12</p>

The best performing posts for reach through 21 December to 20 January.

The best performing stories for reach through 21 December to 20 January.

## Website

Current website stats (21 December to 20 January):

- 3.1k users
- 90% of users were new users
- 3.5k sessions
- 65.2% bounce rate

Our bounce rate for the home page is 46% which means more than half of the website users are progressing to other pages when entering the website through the home page. Higher bounce rates can be attributed to users who are landing on a business specific page.

50% of website users for the month came direct to the website and a further 43% was from an organic search.

#### **BUDGET**

The JRMCI have \$196,524 allocated towards implementing the 2020/21 marketing plan.

#### **LIFE CYCLE COSTS**

Not applicable.

Item No: **8.3**

Subject: **JETTY ROAD LIGHTING UPDATE**

Date: 3 February 2020

Written By: Jetty Road Mainstreet Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The report provides an update on the Jetty Road Glenelg lighting project as provided for in the 2020/21 JRMC Budget.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report.**

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### **COMMUNITY PLAN**

Placemaking: Creating lively and safe places  
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) installed tree lights on Jetty Road at the end of 2013 by Rawson's Electrical, and in early 2015 lighting was installed to four extra trees at the eastern end of Jetty Road which had been delayed while waiting for infrastructure support.

A lighting masterplan has been developed as part of the overall Jetty Road Masterplan, however a time frame for the implementation for this lighting has not yet been developed. Importantly, the JRMC have been working closely with Council to align the project with the masterplan and to determine maintenance schedules post installation.

The existing tree lights were in a state of disrepair and lost the function to change the light colours. In June 2020, these existing tree lights were removed by Council, which then resulted in no ambient lighting in the street, making this project a priority for the JRMCM to ensure it is installed in time for Summer. Therefore, due to the placemaking nature of the ambient lighting, the JRMCM included funds in the 2020/21 budget for upgrading the Jetty Road lights. This is intended as a solution until the Lighting Masterplan is activated.

## REPORT

Quotes for tree lighting were sought from three companies, to comply with Council procurement requirements.

Initially it had been intended to install lighting that will allow the trees along Jetty Road to be “washed” in light, from a trunk bracket and utilising existing power connections. However it was determined from two trials held in August and September that wash lights were not going to provide the street with the anticipated effect.

The JRMCM has decided to now progress with installation of bud (“fairy”) lights that will partially wrap the trunks and branches of trees along Jetty Road Glenelg, and completely wrap the trunks of the palm trees in Moseley Square.

- Estimated lifecycle of fairy lights – A maintained Fairy Light system from the contractor can last 3-5 years with minimal replacements during this lifespan. The wide variation in lifespan is based on how well the lights are serviced; is the system been serviced at a regular intervals and normal tree growth cycles.
- Common forms of vandalism that the contractor has encountered over the years – Nuisance vandalism is very uncommon, although does need to be considered. In cases that vandalism does occur, it is normally a string or two at waist to shoulder level which might be damaged. As the contractors fairy light system is modular, only the affected string/s need to be repaired, or replaced.
- Maintenance - automated 12-month maintenance will offer the best result and will increase the expected lifecycle of the fairy lights. The maintenance should encompass the loosening of the entire system, replacement of expired light strings (if any), reformatting the light string wraps, adjusting connectors (if needed), checking electrical tape fixings (replacing if necessary), and a good tidy up of the design.

The contractor has stated a maximum of 30 minutes would be required to conduct the annual maintenance on each tree. With a total of 37 trees being wrapped with fairy lights this would equate to a maximum of 19 hours of work.

Is it estimated that the annual maintenance cost would be less than \$1,000 in depot staff costs and less than \$1,000 per annum for replacement parts if damaged.

At the 27 October 2020 Council meeting, Council endorsed the landowners consent for the installation of the fairy lights and noted the maintenance budget to be contained within Council's City Activation budget.

**Installation**

The fairy light installation in Moseley Square was completed the week beginning 7 December, 2020. The feedback from both traders and general public has been very positive with Moseley Square having greater level of ambience and being more inviting.

An application to utilise unmetered power for the trees lights along Jetty Road is currently in progress with an anticipated installation by the end of quarter one 2021.

**BUDGET**

\$60,000 ex GST

**LIFE CYCLE COSTS**

Council should budget \$2,000 annually for the ongoing maintenance. This can be contained in the existing City Activation budget.

Item No: **8.4**

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 3 February 2020

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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### **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 and an update on events held.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this briefing**

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### **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

Major events in Glenelg include:

### Events

#### Glenelg Sunset Markets

The Glenelg Sunset Markets ran on December 13 kicking off the 'summer edition' of the markets. This saw over 70 local artisan stall holders selling their products, live music and more. The markets were very well patronised from the community and saw a flow on effect into the precinct during the evening with restaurants and hospitality largely at capacity.

Due to extreme weather conditions, the second Glenelg Sunset Market was re-scheduled to 31 January, with the remaining two markets being held on 14 February and 14 March 2021 to round out the 2021 summer edition of the Glenelg Sunset Markets.

#### SA Beach Volleyball Series

The SA Beach Volleyball Series offers a top line competition for elite players, as well as competitions for competitive teams, social players and juniors. Beach volleyball championships are played fortnightly at Glenelg beach on weekends throughout summer. This event is co-sponsored by Jetty Road, Glenelg and Jetty Road vouchers are awarded to winners.

#### Little Picassos

Little Picasso's children arts and crafts sessions were run in The Bayside Village from 18-22 January between 10am-2pm. The activities were run in 15 minute sessions with a 'summer and beach' theme. Approximately 300 children participated in the sessions throughout the week. Feedback from Little Picasso's was that we could get similar numbers through the activation in a reduced time of 2.5 hour sessions as opposed to 4 hour sessions.

#### Jetty Road on Show/ 3 week-long festival 2021

A series of events & promotions showcasing the Jetty Road precinct encouraging both local and external spend & visitation within precinct.

## BUDGET

The 2020/21 budget provides sufficient funds to deliver the above mentioned events

## LIFE CYCLE COSTS

Not applicable



Item No: **8.5**

Subject: **JETTY ROAD MAINSTREET COMMITTEE NOMINATIONS**

Date: 3 February 2021

Written By: Jetty Road Development Coordinator

General Manager: Community Services. Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee (JRMCM) comprises of 11 members who are a mix of the Glenelg Tourism Precinct (Jetty Road, Glenelg) business owners, commercial property owners and Elected Members of Council. Business owners and owners of commercial property within the boundaries of the Jetty Road, Glenelg precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. There are nine positions available for those people who are either a landlord or trader and nominations are open from 4 February to 19 February 2021. Post the closing day the selection panel will then make recommendations to Council as to the appointment of the committee members for consideration and appointment by the Council at the 23 March 2021 meeting.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report.**

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### **COMMUNITY PLAN**

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 (JRMCM) comprises of 11 members who are a mix of the Glenelg Tourism Precinct (Jetty Road, Glenelg) business owners, commercial property owners and Elected Members of Council.

The Jetty Road Mainstreet Committee is established to advise Council on:

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

Current Members to 21 January 2021:

- Mr Con Maios, Maios Group Investments – Chairperson
- Ms Gilia Martin, Attitudes Boutique - Deputy Chair
- Ms Lee Boys, Skin Things
- Mr Adoni Fotopoulos, Ikos Holdings Trust
- Ms Elise Fassina, Fassina SA Family Liquor Stores
- Mr Tony Beatrice, Cibo Espresso
- Mr Simon Robinson, GU Film House
- Mr Angus Warren, Beach Burrito
- Mr Omer Sonner, The Ottoman Grill
- Councillor Rebecca Abley
- Councillor William Miller

## REPORT

Business owners and owners of commercial property within the boundaries of the Jetty Road Glenelg precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. There are 9 positions available for those people who are either a landlord or trader.

The term of appointment of all members of the JRMCM will be subject to Section 41 of the Local Government Act 1999, coincide with the term of the Council, and

(a) be for a period not exceeding two years.

Open positions 1 April 2021 – 31 March 2023:

- Open
- Open

- Open
- Open
- Open
- Open
- Open
- Open
- Open
- Councillor Rebecca Abley
- Councillor William Miller

Nominations will be open from 4 February to 19 February 2021 and will be promoted in the Jetty Road Trader Newsletter and via the Jetty Road Trader's Facebook.

A Perpetual Member of the Board, the Mayor and the Chief Executive Officer of Council will make an assessment of nominations in terms of the following criteria:

- Retail Business Experience
- Marketing and/or advertising experience
- Retail property management experience
- Experience as a member of board/s of management or mainstreet committee
- Availability to attend committee meetings

Towards the end of February the selection panel will then review the applications and make the recommendations to Council of the appointment of the committee members for consideration and appointment by the Council at their 23 March meeting.

The Jetty Road Mainstreet Committee meets at least once every calendar month, on the first Wednesday of the month.

#### **BUDGET**

Not applicable

#### **LIFE CYCLE COSTS**

Not applicable