



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 February 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 – Mr S Robinson and Ms A Wilson

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 6 December 2017 be taken as read and confirmed.

5. PUBLIC PRESENTATION

Andrew Taplin, Developer will provide an overview of the proposed Taplin Developments scheduled over the next 24 months and beyond, including impact on current precinct retail mix, traffic and pedestrian management, car parking and communications.

6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

7. MOTIONS ON NOTICE - Nil

8. REPORTS/ITEMS OF BUSINESS

8.1 Monthly Finance Report (Report No: 29/19)

8.2 Partridge Street Car Park Trial – Update (Report No: 31/18)

8.3 Taplin Developments presentation

8.4 Business Confidence Survey presentation (Virginia Miller)

8.5 Summer Events Debrief (Report No: 32/18)

8.6 Marketing Working Group (Report No: 28/18)

- 8.7 Special meeting request: to set the 2018/19 budget and workshop the Jetty Road Retail Strategy
- 8.8 Office Accommodation – Jetty Road Development Coordinator –verbal update
- 8.9 New Christmas Decorations for Jetty Road Glenelg – verbal update

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 7 March 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

11. CLOSURE



JUSTIN LYNCH
CHIEF EXECUTIVE OFFICER

Item No: **8.1**
Subject: **MONTHLY FINANCE REPORT**
Date: 7 February 2018
Written By: Jetty Road Development Coordinator, Alexandra Cole
General Manager: General Manager Community Services, Trish Aukett

SUMMARY

Jetty Road Mainstreet December variance report as prepared by the Jetty Road Development Coordinator 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

Placemaking: Creating lively and safe places
Economy: Supporting and growing local business
Economy: Making it easier to do business
Economy: Harnessing emerging technology
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

Current 2017/2018 Jetty Road Mainstreet budget is on track.

Refer Attachment 1

BUDGET

Not Applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 DECEMBER 2017

	Annual Budget	YTD Budget	YTD Actuals	Variance
Revenue				
General Rates Raised	564,539	564,539	564,510	(29)
Other Income	4,200	1,663	20,906	19,243
	568,739	566,202	585,416	19,214
Expenses				
Employee Costs	163,286	83,308	70,220	13,088
Sponsorships	12,500	4,501	14,300	(9,799)
Professional Services	87,253	41,052	31,869	9,183
Marketing	119,500	49,739	59,571	(9,832)
Repairs & Maintenance	5,000	4,000	694	3,306
Food & Drink	3,250	2,218	986	1,232
Office Expenses	1,750	1,366	468	898
Directory Board	2,500	-	133	(133)
Christmas Decorations	20,000	-	-	-
Operation Shopfront	500	500	195	305
Unallocated credit card expenditure	0	0	3,878	(3,878)
Christmas Pageant	35,717	23,685	20,890	2,795
Winter Wonderland	74,421	69,047	34,613	34,434
Tour Down Under	50,000	1,248	(1,425)	2,673
November Street Party	30,000	20,000	29,094	(9,094)
Tram Track Marketing Campaign	(80)	(80)	(2,393)	2,313
	605,597	300,584	263,094	37,490
Net Profit/(Loss)*	(36,858)	265,618	322,323	56,705

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

Marketing - Breakdown

Digital Marketing	3,334
Radio	296
Television	-
Outdoor Signage	47,950
Print Media	6,999
Promotional Collateral	992
	<hr/>
	59,571
	<hr/>

226 - Gleneilg 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	62,776	52,864	9,912	0	0	52,864
249 - Wages - Overtime	4,000	0	4,000	1,469	1,081	388	0	0	1,081
250 - Salaries Superannuation	12,303	0	12,303	5,893	7,593	(1,700)	0	0	7,593
283 - Sponsorships	12,500	0	12,500	4,501	14,300	(9,799)	0	0	14,300
300 - Other Contractual Services	0	0	0	0	114	(114)	0	0	114
301 - Professional Services	17,315	0	17,315	8,941	4,800	4,141	0	0	4,800
310 - Project/Event Management	90,000	(20,062)	69,938	32,111	26,955	5,156	0	0	26,955
331 - Repairs and Maintenance - General Contract	0	5,000	5,000	4,000	264	3,736	0	0	264
367 - Repairs and Maintenance - Art Exhibits & Signage	0	0	0	0	430	(430)	0	0	430
397 - Operation Shopfront	500	0	500	563	195	368	0	0	195
401 - Christmas Decorations	20,000	0	20,000	0	0	0	0	0	20,000
415 - Food and Drink	1,250	0	1,250	430	826	(396)	0	0	826
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	1,788	160	1,628	0	0	160
426 - Printing and Stationery - Other	750	0	750	0	0	0	0	0	0
433 - Marketing - Promotion & Familiarisation	100,000	19,500	119,500	750	0	750	0	0	0
438 - Directory Board	2,500	0	2,500	49,739	59,571	(9,832)	10,000	0	69,571
802 - Training, Course and Seminar Fees	6,500	2,500	9,000	0	133	(133)	0	0	133
817 - Insurance - Workers Compensation - Sals	6,903	0	6,903	6,267	5,232	1,035	0	0	5,232
832 - Telecommunications	1,000	0	1,000	6,903	3,450	3,453	0	0	3,450
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	3,878	(3,878)	0	0	3,878
900 - Miscellaneous Income	0	0	0	0	(19,382)	19,382	0	0	(19,382)
910 - Ticket Sales	(4,200)	0	(4,200)	(1,663)	(1,524)	(139)	0	0	(1,524)
966 - General Rates Raised	(564,539)	0	(564,539)	(379,455)	(564,510)	(29)	0	0	(564,510)
	(160,138)	6,938	(153,200)	(379,455)	(403,104)	23,649	10,000	(393,104)	239,904

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	7,223	7,223	7,223	2,742	4,481	0	2,742	4,481
310 - Project/Event Management	7,000	7,000	7,000	0	6,182	(6,182)	0	6,182	818
312 - Hire Companies	9,754	9,754	9,754	7,814	3,788	4,026	0	3,788	5,966
423 - Repairs and Maintenance - General Materials	1,200	1,200	1,200	1,200	0	1,200	0	0	1,200
433 - Marketing - Promotion & Familiarisation	6,000	6,000	6,000	3,964	3,147	817	0	3,147	2,853
800 - Other Expenditure	2,520	2,520	2,520	2,352	932	1,420	0	932	1,588
806 - Donations	573	573	573	573	1,028	(455)	0	1,028	(455)
835 - Entertainment/Special Occasions	5,447	5,447	5,447	5,359	3,072	2,287	0	3,072	2,375
944 - Sponsorship Income	(4,000)	(4,000)	(4,000)	(4,800)	0	(4,800)	0	0	(4,000)
	35,717	35,717	35,717	23,685	20,890	2,795	0	20,890	14,827

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

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted Budget	YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	541	0	541	178	0	0	178	0	0	541
301 - Professional Services	100,000	0	100,000	100,000	104,085	104,085	(4,085)	0	104,085	(4,085)
310 - Project/Event Management	2,207	0	2,207	2,207	0	0	2,207	0	0	2,207
326 - Security Services - General	12,000	0	12,000	12,000	10,657	10,657	1,343	0	10,657	1,343
400 - Other Materials	0	0	0	0	1,250	1,250	(1,250)	0	1,250	(1,250)
433 - Marketing - Promotion & Familiarisation	18,000	0	18,000	17,666	14,214	14,214	3,452	0	14,214	3,786
492 - Web Sites Updates	170	0	170	170	77	77	93	0	77	93
800 - Other Expenditure	4,677	0	4,677	0	1,855	1,855	(1,855)	0	1,855	2,822
801 - Advertisements	15,485	0	15,485	15,485	0	0	15,485	0	0	15,485
835 - Entertainment/Special Occasions	6,356	0	6,356	6,356	0	0	6,356	0	0	6,356
900 - Miscellaneous Income	0	0	0	0	(1,909)	(1,909)	1,909	0	(1,909)	1,909
910 - Ticket Sales	(81,720)	0	(81,720)	(81,720)	(95,617)	(95,617)	13,897	0	(95,617)	13,897
944 - Sponsorship Income	(3,295)	0	(3,295)	(3,295)	0	0	(3,295)	0	0	(3,295)
	74,421	0	74,421	69,047	34,613	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	0	0	0	0	0	1,400
249 - Wages - Overtime	2,750	0	2,750	0	0	0	0	0	2,750
310 - Project/Event Management	35,000	0	35,000	902	75	827	0	75	34,925
312 - Hire Companies	10,100	0	10,100	0	0	0	18,308	18,308	(8,208)
423 - Repairs and Maintenance - General Materials	750	0	750	346	0	346	0	0	750
904 - Donations and Contributions	0	0	0	0	(1,500)	1,500	0	(1,500)	1,500
	50,000	0	50,000	1,248	(1,425)	2,673	18,308	16,883	33,117

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	21,503	(1,503)	1,905	23,408	6,592
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	29,094	(9,094)	1,905	30,999	(999)

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

Item No: **8.2**

Subject: **PARTRIDGE STREET CAR PARK TRIAL- UPDATE**

Date: 7 February 2018

Written By: Jetty Road Development Coordinator, Alexandra Cole

General Manager: General Manager Community Services, Trish Aukett

SUMMARY

The Partridge Street Car Park Trial offers Jetty Road traders and staff the opportunity to access discounted car parking during a trial period. The trial commenced on 1 October 2017 and runs through to 31 March 2018. The trial offered free parking for the first three months and now offers discounted parking of \$4 per day from January 2018 through to 31 March 2018. The trial encourages those employed within the precinct to utilise the Partridge Street top deck car park ensuring all available car parking on Jetty Road remains accessible for the community and visitors.

RECOMMENDATION

That the Jetty Road Mainstreet Committee recommends the following to Council:

1. To continue to monitor the take up of the car park trial
 2. And that Council continue the discounted car parking offer of \$4 per day to traders and staff, for a further 12 months.
-

COMMUNITY PLAN

Community: Building a healthy, active and resilient community

Economy: Boosting our visitor economy

Economy: Supporting and growing local business

Economy: Making it easier to do business

Culture: Providing customer-centred services

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The discounted car parking offer has been promoted to Jetty Road traders and staff via:

- Jetty Road Trader Newsletters – 26 September 2017, 10 November 2017, 23 November 2017
- Hand delivered flyers to all traders - Friday 8 December and Monday 11 December 2017

REPORT

As a 23 January 50 Jetty Road traders and staff had taken up the trial offer.

- 48 people paying \$4.00 per day when they use their passes
- 2 people which have paid for the full 6 months up front – being no charge for the first 3 months & a total of \$336.00 including GST for the second 3 months.

Below indicates the take up of the offer by month:

- Up to 27 September 2017 before the permit start date there were 13 people who registered for the offer (11 x pay as you go) and the 2 above mentioned people taking up the full 6 month up front offer.
- During October 2017 we had 12 additional people take up this offer,
- During November 2017 we had 8 additional people take up this offer,
- During December 2017 we had 13 additional people take up this offer,
- During January 2018 up to today we have had 4 additional people take up this offer.

In light of the above mentioned offer the Stamford Grand discussed the opportunity to offer discounted parking to Jetty Road traders and staff and this was communicated in the Jetty Road Trader Newsletter on 25 January 2018. The discounted offer is reduced from \$25 per day to \$8 per day until 31 March 2018. This is a positive outcome from the introduction of the Partridge Street car parking trial and will support workers at the coastal end of Jetty Road.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are minimal costs to JRMC for minor marketing expenses. Council may consider if continuing the trial will result in any future loss of income.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

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BUDGET

Not applicable

LIFE CYCLE COSTS

There are minimal costs to JRMCM for minor marketing expenses. Council may consider if continuing the trial will result in any future loss of income.

Item No: **8.5**

Subject: **SUMMER EVENTS DEBRIEF**

Date: 7 February 2018

Written By: Jetty Road Development Coordinator, Alexandra Cole

General Manager: General Manager Community Services, Trish Aukett

SUMMARY

The City of Holdfast Bay and Jetty Road Mainstreet Committee host a range of events that attract audiences from a variety of consumer segments. City of Holdfast Bay host over 200 events and festivals per year attracting in excess of 1,300,000 visitors, accounts for 12% of local jobs and tourism expenditure is valued at \$225m, which makes up 15% of our total economic activity. This report provides an update on some of the recent events delivered by the City Activation team.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note the debrief for the Summer Events.

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

At the 6 December 2017 JRMC meeting a motion was carried requesting Administration prepare a report regarding a review of tow-aways and car park public messaging during the 2017 Glenelg Street Party and Christmas Pageant.

8.4 Glenelg Street Party & Christmas Pageant

Ms M Lock provided a verbal update.

Motion

That the Manager, City Activation prepare a report on the Christmas Pageant, reviewing the tow away trucks, and investigate appropriate messaging on the LED signs regarding road closures and car parking signage.

Moved by Mr C Maois, Seconded by Mr A Warren

Carried

The Technical Officer - Traffic & Transport, Regulatory Services has advised that there were two cars towed away from Colley Terrace on the morning of the Christmas Pageant.

To reinforce the road closure/tow away message:

- LED signage was positioned on Colley Terrace in front of the Best Western Ensenada Motor Inn for the November Street Party.
- LED signage was positioned to include Colley Terrace between Augusta and Anzac at 6:00am on the morning of the Christmas Pageant.

Importantly November Street Party and Christmas Pageant access to off street car parks was maintained during each respective event. The street closure at High Street on Partridge Street is used to detour traffic and prevent U turns.

New Year's Eve - A major crowd estimated at 40,000 attended New Year's Eve celebrations on 31 December 2017. Anecdotal feedback suggests an increase of families in attendance for the children's entertainment and 9.30pm fireworks. This year the headline entertainment was moved to the 11pm- midnight timeslot which was well received as well as a new layout of the foreshore, freeing up more space for spectators. The free Park and Ride arrangement was at capacity and will have to be expanded next year.

Glenelg Street Party was held on 17 January 2018 with a crowd of approximately 30,000 in attendance. It was a hot evening resulting in the crowds building slower than usual, with crowds starting to arrive from 6:30pm staying to around 10:30pm. Entertainment was provided by five bands, one dancing group, a magician and circus kids plus a photo booth. The event had a total of 41 traders registered to participate on the day who provided, catering, kid's activities, licenced venues, retail outlets and the fashion parade.

New elements included the relocation of the fashion parade to Tram stop 16 South with a new natural look and feel of greenery to add colour and vibrancy to the street. In addition to this some of the licensed vendors were positioned in new locations along the street with positive feedback received by Administration on their new positions. Ash Gail provided the closing performance in Moseley Square and was well received.

Glenelg Sunset Markets postponed their 28 January event due to the extreme heat. The event will be held on 11 February.

REPORT

Upcoming events include:

Pol Roger Beach Polo

Glenelg Beach

DATE: Sat 10 Feb 2018

An opportunity was presented by administration to the Chair of the JRM to consider a sponsorship proposal submitted by Polo Enterprises to support the Singapore Team for the Pol Roger Beach Polo. As such both the Chair and Vice Chair approved the budget allocation and secured an agreement with Polo Enterprises for the Singaporean team sponsorship. Team sponsorship was approved to the value of \$10,000 providing Jetty Road with brand exposure which includes Team naming rights, Jetty Road branding on Team T-Shirts, full page advert in event program and inclusion in Beach Polo advertising and marketing campaigns.

Open Air Cinema

Glenelg

DATE: Thu 15 March – Sun 15 April 2018

Queen's Baton Relay

WHERE: Colley Tce and Jetty Rd, Glenelg

DATE: Sun 18 Feb 2018

BUDGET

\$10,000 Beach Polo Sponsorship will incur a budget variance however offset against existing operational savings contained within the JRM annual expenditure.

LIFE CYCLE COSTS

Not applicable

Item No: **8.6**
Subject: **MARKETING WORKING GROUP**
Date: 7 February 2018
Written By: Jetty Road Development Coordinator, Alexandra Cole
General Manager: General Manager Community Services, Trish Aukett

SUMMARY

The Marketing Working Group was established in January 2018 to provide advice to the Jetty Road Mainstreet Committee (JRMC) on marketing initiatives and opportunities to promote Jetty Road, Glenelg. The Marketing Working Group makes recommendations to the JRMC to allow the JRMC to be able to advise Council on its proposed marketing activity.

RECOMMENDATION

That the Jetty Road Mainstreet Committee endorse the recommendations in this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

An expression of interest was distributed to Jetty Road traders during December 2017 to establish the Marketing Working Group. Applications were received from the following and endorsed by the JRMC Chairperson. The working group members are:

- Ryan Hill, Anytime Fitness

- Tristan and Natalie Chai, Good Physio
- Mark Hayes, Jetty Road Dental Clinic
- Mel Washington, Attitudes Boutique and Lightbox Gift and Home
- Dr Nick Tellis, Partridge Street General Practice
- Marie Jeffries, The Fairy Bay
- Elise Fassina, Fassina SA Family Liquor Stores (JRMC representative)

REPORT

The first committee meeting was held on 30 January 2018 to set the marketing plan for the 2018/19 year. The plan from the marketing working group will be presented to the JRMC at their 7 March 2018 meeting.

BUDGET

It is intended that the marketing working group will make recommendations to the JRMC that may alter the budget allocation towards marketing, activations and events.

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.