

CITY OF HOLDFAST BAY

Minutes of the meeting of the Jetty Road Mainstreet Committee of the City of Holdfast Bay held in the Glenelg Library Meeting Room, Colley Terrace, Glenelg on Wednesday 11 April 2018 at 6.00 pm.

PRESENT

Elected Members

Acting Mayor A Wilson – ex officio
Deputy Mayor Councillor A Bradshaw
Councillor S Charlick

Community Representatives

Mr M Faulkner, Chairman, Enve Hair and Beauty
Mr R Caruso, Caruso Fruit and Veg
Ms E Leenearts, Telstra Store Glenelg
Mr C Maios, Don Maios Investments
Mr T Beatrice, Cibo Espresso
Mr S Robinson, GU Film House,
Ms E Fassina, Fassina SA Family Liquor Stores

Staff

Ms T Aukett – General Manager Community Services
Ms M Lock – Manager City Activation
Ms V Miller – Business Development Partner
Ms A Brown – Jetty Road Coordinator

1. OPENING

The Chairman declared the meeting open at 6.00pm.

2. APOLOGIES

- 2.1 For Absence - Mr A Fotopoulos, Mr A Warren
- 2.2 Leave of Absence - Nil

3. DECLARATION OF INTEREST

Members were reminded to declare any interest before each item.

4. CONFIRMATION OF MINUTES**Motion**

That the minutes of the Jetty Road Mainstreet Committee held on 7 March 2018 be taken as read and confirmed.

Moved Mr C Maios, Seconded Ms E Fassina

Carried

5. QUESTIONS BY MEMBERS**5.1 Without Notice****5.1.1 Proposed Deregulation of Shop Trading Hours – Councillor Bradshaw**

Councillor Bradshaw asked a question regarding the impact of the proposed deregulation of shop trading hours, its impact on Jetty Road and what the committee has/proposes to do.

The Chairman, Mr M Faulkner answered Councillor Bradshaw's questions and the Committee discussed what actions they had taken to date to oppose the changes and what meetings they had planned with members of the Opposition and Legislative Council.

The Committee discussed the representations they have made and the other organisations which are involved in trying to block these changes. The Acting Mayor provided the committee an update of a meeting she had with the Lord Mayor of Adelaide who expressed an interest in working together to oppose this proposed deregulation.

Motion

That the Jetty Road Mainstreet Committee recommend to Council to write to the Minister regarding the deregulation of trading hours and its negative impact on Jetty Road Traders and community.

Moved Ms E Leenearts, Seconded Mr T Beatrice

Carried

5.2 With Notice - Nil**6. MOTIONS ON NOTICE - Nil****7. ADJOURNED ITEMS - Nil**

8. REPORTS/ITEMS OF BUSINESS**8.1 City of Holdfast Bay Economic Activation Plan 2018-2023 Presentation**

Ms V Miller, Business Development Partner made a presentation on development of the City of Holdfast Bay Economic Activation Plan 2018-2023 which will guide future prosperity and growth in Holdfast Bay and asked members of the committee to provide input into the development of the strategies. A short workshop discussing the key areas was conducted.

8.2 Monthly Finance Report (Report No: 121/18)

Jetty Road Mainstreet Committee March 2018 variance report as prepared by the Jetty Road Development Coordinator is presented for information of the members of the Jetty Road Mainstreet Committee.

The Committee discussed the new format of the Variance Report and commented on the improvement in the way the financial information is being presented to the Committee. The presentation of the marketing budget is still being developed.

Motion

That the Jetty Road Mainstreet Committee note the March 2018 variance report.

Moved Mr C Maios, Seconded Councillor S Charlick

Carried

8.3 JRMC Extension of Terms of Membership (Report No: 123/18)

In preparation for the 2018 Local Government Elections in November, the Jetty Road Mainstreet Committee wish to recommend to Council that it extend the terms of membership for the current Committee members to end on 31 March 2019, instead of concluding on 9 November 2018, to allow the committee to continue operating across the busy summer season and to allow for the advertising of vacant positions in January 2019.

Motion

That the Jetty Road Mainstreet Committee recommends to Council that the term of appointment for the current Jetty Road Mainstreet Committee members is extended to 31 March 2019, to allow the Committee to continue operate during the 2018/19 summer period and allow for recruitment of new Committee members in 2019.

Moved Mr C Maios, Seconded Mr T Beatrice

Carried

8.4 **Draft Jetty Road Retail Strategy 2018-2022** (Report No: 124/18)

At the 7 March 2018 JRMC meeting the JRMC endorsed the vision, strategic objectives and direction of the draft Jetty Road Retail Strategy 2018-2022. Presented for information of the JRMC is the high level public facing Jetty Road Retail Strategy Summary 2018-2022 document that is ready for consultation via the City of Holdfast Bay's Your View website throughout May 2018.

The Strategy will be provided to Council for their information at their meeting on 24 April 2018, and is attached to this Report.

The Manager City Activation provided the Committee with an update on the development of the draft Jetty Road Retail Strategy, the development and production of new marketing collateral and how the Retail Strategy comprises two documents – the public high level overview and a detailed supporting plan.

Committee discussed the draft document and agreed that the Committee members should have more time to provide feedback on the Draft Strategy presented as attachment 1 to Report 124/18.

Motion

That the Jetty Road Mainstreet Committee adjourns endorsing the draft Jetty Road Retail Strategy until the next meeting of the committee in May 2018 and that the Committee members are asked to provide any specific feedback on the draft document to the Manager City Activation by 20 April 2018 for incorporation into the draft document.

Moved Ms E Fassina, Seconded Mr C Maios

Carried

8.5 **Jetty Road Christmas Decorations – Verbal Report**

The Manager City Activation provided the committee with an update on the progress of the investigations into the Jetty Road Christmas Decorations for the Telstra Building and in Moseley Square.

To remain within the allocated budget the Committee will need to lease the decorations and equipment for both locations. The Committee discussed the feasibility of splitting the two different activities between the Winter Wonderland in July 2018 and Christmas.

The Committee discussed the impact of day light saving on the light installation on the Telstra building.

Motion**That Jetty Road Mainstreet Committee:**

1. **Lights the Telstra building as part of the Winter Wonderland promotion, and if successful, subject to available budget, consider incorporating this into the Jetty Road Christmas decorations at a maximum cost of \$17,000.**
2. **Proceed with the lease of the baubles for Moseley square Christmas decorations at a maximum cost of \$37,000.**

Moved Mr T Beatrice, Seconded Ms E Fassina

Carried

8.6 Marketing Project – New Visual Assets (Report No: 125/18)

At its Special Meeting on 21 February 2018, the JRMC approved the allocation of current 2017/18 budget savings of \$10,000 to be used for projects to develop new visual assets including photos and video of Jetty Road. The new suite of assets will be used for social media and to update the image library for upcoming marketing opportunities.

Motion

That the Jetty Road Mainstreet Committee note the update provided by the Jetty Road Development Coordinator on the new Visual Assets.

Moved by Mr T Beatrice, Seconded by Mr S Robinson

Carried

9. URGENT BUSINESS – Subject to the leave of the meeting**9.1 Moseley Beach Bar**

Mr Beatrice asked a question regarding the Moseley Beach Bar and the Committee discussed the positive outcomes from the operation of the beach bar and the survey which will be conducted by Council.

9.2 Bay/City and City/Bay Fun Run

Mr Caruso asked a question regarding the discussions regarding the fun run route coming down Jetty Road, Glenelg.

The Manager City Activation provided members with an update on the discussions with the organisers.

9.3 Mainstreet SA Conference – 10 and 11 May 2018

Mr Maios informed the committee that he has been asked to participate in a panel discussion at the upcoming Mainstreet SA Conference being held on 10 and 11 May 2018 in Port Pirie.

The Chairman advised the committee that at its next meeting the committee would confirm its delegates attending this conference.

9.4 Glenelg Jetty Rejuvenation Project – SATC Investor Delegation Briefing

The Manager City Activation informed the committee that the Jetty Road Mainstreet Committee and the Council had been selected to present the Glenelg Jetty Rejuvenation Project to a trade and investment delegation sponsored by the South Australian Tourism Commission on 7 May 2018. The delegation will have representatives from Hong Kong, Malaysia and Singapore.

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 2 May 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

11. CLOSURE

The meeting closed at 7.30 pm.

CONFIRMED Wednesday 2 May 2018

CHAIRMAN