

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 2 October 2019 at 6:00pm.

PRESENT

Elected Members

Mayor A Wilson
Councillor W Miller
Councillor R Abley

Community Representatives

Maios Group, Mr C Maios
Elite Choice Home Improvements, Ms E Leenearts
GU Filmhouse, Mr S Robinson
Skin Things, Ms L Boys
Attitudes Boutique, Ms G Martin
Cibo Espresso, Mr T Beatrice
Ikos Holdings Trust, Adoni Fotopoulos
Beach Burrito, Mr A Warren (via phone)

Staff

Chief Executive Officer, Mr R Bria
General Manager, Community Services, Ms M Lock
Manager City Activation, Ms S Heading
Jetty Road Development Coordinator, Ms A Brown

1. OPENING

The Chairman, Mr C Maios, declared the meeting open at 6.09pm

2. APOLOGIES

2.1 Leave of Absence – Mr N Hughes

2.2 For 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 4 September 2019 be taken as read and confirmed.

Moved E Leenearts, Seconded T Beatrice

Carried

5. QUESTIONS BY MEMBERS**5.1 Without Notice:**

Councillor Abley asked the JRMC Committee to consider approving a request from the Glenelg Football Club to have a merchandise stand at the upcoming Glenelg Street Party, 6 October 2019.

A Brown to respond.

5.2 With Notice – Nil**6. MOTIONS ON NOTICE – Nil****7. ADJOURNED ITEMS – Nil****8. PRESENTATION –****McGregor Tan – Tourism Market Research Project**

Every three years the City of Holdfast Bay undertakes tourism research to identify key motivations to visit Glenelg, perceptions, review our target markets, gaps in our offering and product development opportunities. Jaclyn Thorne, Director McGregor Tan presented an update on the research project.

A Fotopoulos entered the room at 6.41pm

9. REPORTS/ITEMS OF BUSINESS**9.1 Monthly Finance Report (Report No: 359/19)**

Jetty Road Mainstreet Committee August variance report is prepared by the Jetty Road Development Coordinator and is presented for information of the members of the Jetty Road Mainstreet Committee.

Motion

That the Jetty Road Mainstreet Committee note this report.

Moved S Robinson, Seconded Councillor Abley

Carried

9.2 Marketing Update (Report No: 360/19)

The report provides an update on marketing initiatives being undertaken from the Jetty Road Mainstreet Committee 2018/19 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

Motion

That the Jetty Road Mainstreet Committee note this report.

Moved Councillor Miller, Seconded T Beatrice

Carried

L Boys left the room at 7.03pm
Mayor Wilson left the room at 7.05pm

9.3 JRMC Governance Model (Report No: 361/19)

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The JRMC conducted a Special Meeting on 2 October 2019 to workshop alternative governance models and an accompanying discussion paper provided background on alternative governance model options. At the 6 November 2019 JRMC meeting the committee will endorse its preferred governance model.

Motion

That the JRMC note this briefing.

Moved Councillor Abley, Seconded A Fotopoulos

Carried

9.4 Events Update (Report No: 369/19)

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.

Motion

That the JRMC note this briefing

Moved E Leenearts, Seconded S Robinson

Carried

9.5 2019 Winter Wonderland Event Debrief (Report No: 362/19)

The report provides an overview on the results of Winter Wonderland ice skating rink in Moseley Square that took place from 28 June to 22 July 2019 during the school holidays.

The Jetty Road Mainstreet Management Committee on 21 February 2019 Special Budget meeting approved \$74,421 for Winter Wonderland event delivery. During 2017 and 2018 the JRMCM returned around \$30,000 back into the budget annually. 1 May JRMCM approved the re-allocation of \$31,233 towards winter activations (Glenelg Sunset Markets and Telstra Building Lighting Projection), leaving the remaining budget of \$43,188; matching Councils co-contribution for Winter Wonderland.

The Jetty Road Mainstreet Committee, in conjunction with the City of Holdfast Bay, will assess the future direction of the event in the coming months.

Motion

That the Jetty Road Mainstreet Committee note this report.

Moved A Fotopoulos, Seconded T Beatrice **Carried**

9.6 Jetty Road Glenelg Retail Strategy 2018-2022 Implementation (Report No: 363/19)

The Jetty Road Retail Strategy 2018-2022 guides the future direction and identify the actions required to maintain a prosperous retail sector. The strategy was developed by the Jetty Road Mainstreet Committee and has four priority areas. A four year action plan has been developed to guide the implementation of the plan through 2018-2022 and some new initiatives are outlined in this report.

Motion

That JRMCM:

1. Note this briefing

Moved Councillor Abley, Seconded Councillor Miller **Carried**

2. Approve \$4,200 to be allocated to Retail Strategy initiatives outlined in this briefing.

Moved S Robinson, Seconded A Fotopoulos **Carried**

9.7 Christmas Decorations (Report No: 364/19)

The Jetty Road Mainstreet Committee (JRMCM) are responsible for the purchase and maintenance of Christmas decorations to be installed in the mainstreet in November annually. The Jetty Road Development Coordinator (JRDC) will provide a progress report on the Jetty Road Christmas decorations project.

A Fotopoulos left the room at 7.43pm

A Fotopoulos entered the room at 7.47pm

Motion

That JRMC note this briefing

Moved Councillor Abley, Seconded T Beatrice

Carried

10. URGENT BUSINESS

11. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 6 November 2019 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

12. CLOSURE

The meeting closed at 7.52pm.

CONFIRMED: Wednesday 6 November 2019

CHAIRMAN