

CITY OF HOLDFAST BAY

Minutes of the meeting of the Jetty Road Mainstreet Committee of the City of Holdfast Bay held in the Mayor's Parlour, Glenelg Town Hall, Moseley Square, Glenelg on Wednesday 14 August 2019 at 6:00pm.

PRESENT

Elected Members

Councillor R Abley

Community Representatives

Elite Choice Home Improvements, Ms E Leenearts

Skin Things, Ms L Boys

Attitudes Boutique and Lightbox Gift and Home, Ms G Martin

Cibo Espresso, Mr T Beatrice

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

Strategic Planner, Ms E Kenchington

1. OPENING

The Chairman, Ms E Leenearts, declared the meeting open at 5.58pm

2. APOLOGIES

2.1 Leave of Absence – Mr C Maios, Councillor W Miller, Mr N Hughes, Mr A Fotopoulos, Mr S Robinson, Mayor A Wilson

2.2 For Absence –

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 26 June 2019 be taken as read and confirmed.

Moved Councillor Abley, Seconded T Beatrice

Carried

5. QUESTIONS BY MEMBERS**5.1 Without Notice****5.1 Glenelg Football Club**

Councillor Abley asked a question of promotional support for Glenelg Football Club from JRMC during their finals campaign.

JRDC responded and taken on notice.

5.2 With Notice – Nil**6. MOTIONS ON NOTICE – Nil****7. ADJOURNED ITEMS – Nil****8. PRESENTATION –****Jetty Road Masterplan**

Ms Emily Ketchington, Strategic Planner, City of Holdfast Bay Council provided an update on the progress on the detailed designs for Chapel Street Plaza and Hindmarsh Lane.

9. REPORTS/ITEMS OF BUSINESS**9.1 Monthly Finance Report (Report No: 297/19)**

Jetty Road Mainstreet Committee end of 2018/19 financial year report is prepared by the Jetty Road Development Coordinator presented for information of the members of the Jetty Road Mainstreet Committee.

Motion

That the Jetty Road Mainstreet Committee note this report.

Moved Councillor Abley, Seconded L Boys

Carried

9.2 Review Code of Practice Meeting Procedures (Report No: 298/19)

The annual review of the Code of Practice - Meeting Procedures was reviewed in July by Council and endorsed on 9 July. The Code applies to Audit Committee, Executive Committee and Jetty Road Mainstreet Committee and is attached for the JRMC to note.

Motion

That the Jetty Road Mainstreet Committee note this report.

Moved Councillor Abley, Seconded G Martin

Carried

9.3 Marketing Update (Report No: 299/19)

The report provides an update on marketing initiatives being undertaken from the Jetty Road Mainstreet Committee 2019/20 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

Motion

That the Jetty Road Mainstreet Committee:

1. Note this report.

Moved L Boys, Seconded Councillor Abley

Carried

2. Invest up to \$5000 in new content with SA Weekender on the Seven Network.

Moved T Beatrice, Seconded G Martin

Carried

9.4 Glenelg Rejuvenation Project (Report No: 300/19)

On 26 June the JRMC held a strategic planning workshop. An outcome was for the JRMC to redefine the scope of the Glenelg Jetty Project and incorporate a vision for Glenelg including the Jetty Road Masterplan and Glenelg Town Hall Redevelopment. Two brainstorming sessions were held with representatives of the JRMC on 16 and 17 July at the GU Filmhouse facilitated by the Jetty Road Development Coordinator, to commence work on a vision for Glenelg incorporating the above mentioned major projects. This vision will then be presented to the Elected Members in the coming months.

Motion

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

Moved G Martin, Seconded L Boys

Carried

2. That the Jetty Road Development Coordinator and the JRMC continue to finalise the scope of the vision for Glenelg to be endorsed at the 4 September JRMC.

Moved G Martin, Seconded T Beatrice

Carried

9.5 Events Update (Report No: 301/19)

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. This report provides an events debrief and a work in progress report on a variety of events.

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

Moved Councillor Abley, Seconded T Beatrice

Carried

9.6 Christmas Decorations (Report No: 302/19)

The Jetty Road Development Coordinator (JRDC) has commenced investigating options for Jetty Road Christmas decorations and activations, seeking quotes from four companies. The JRDC will present concepts at the meeting and seek endorsement to proceed with an agreed concept.

Motion**That the JRMCM****1. Note this briefing**

Moved T Beatrice, Seconded Councillor Abley

Carried**2. Endorse Lumino Events as the preferred company to deliver a 2019 Christmas activation for Jetty Road, Glenelg.**

Moved L Boys, Seconded G Martin

Carried**3. Endorse \$7,485 from 2018/19 carry forward to be allocated to the Christmas Decoration budget.**

Moved A Warren, Seconded Councillor Abley

Carried

9.7 Trader Workshops (Report No: 303/19)

To support the delivery of the Jetty Road Retail Strategy 2018-2022 priority area of 'Grow the capabilities of the retail sector', the JRMCM implement quarterly trader networking and development opportunities. The Jetty Road Development Coordinator is seeking input from the JRMCM on potential areas of focus for the next round of trader workshops

Motion**That the JRMCM:****1. Note this briefing**

Moved Councillor Abley, Seconded G Martin

Carried**2. Committee approve the following workshop topics: Retail Technologies, Customer Service, Visual Merchandising and Styling for Social Media.**

Moved T Beatrice, Seconded Councillor Abley

Carried

9.8 Community Safety and Wellbeing (Report No: 304/19)

The Jetty Road Mainstreet Committee (JRMC) hosted a trader briefing on 17 June 2019 with the South Australian Police to provide traders with practical advice on theft prevention, client aggression, hold up prevention and counterfeit money. An outcome from the workshop was to develop an online platform that would be that would be a closed network for Jetty Road traders to report and share information on theft and problematic customers. This online reporting log will be monitored by the JRMC.

Motion

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

Moved Councillor Abley, Seconded G Martin

Carried

10. URGENT BUSINESS

Mainstreet SA Awards

Mainstreet SA Awards and applications close on 30 August 2019. The JRMC will submit applications under the following categories:

- Mainstreet Marketing
- Events with expenses of \$50,000
- Best Market and/or Street Activation

Stakeholder Engagement

JRDC seeking approval from JRMC in order to develop local stories of our traders to be incorporated in the Jetty Road Trader Newsletter.

Motion

JRMC to approve budget of \$600 for local stories for our traders to be incorporated into Jetty Road Trader Newsletter.

Moved Councillor Albey, Seconded L Boys

Carried

9. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 4 September 2019 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

10. CLOSURE

The meeting closed at 8.14pm.

CONFIRMED: Wednesday 4 September 2019

CHAIRMAN