

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 26 June 2019 at 6:00pm.

PRESENT

Elected Members

Councillor W Miller
Mayor, A Wilson

Community Representatives

Maios Group, Mr C Maios
GU Filmhouse, Mr S Robinson
Elite Choice Home Improvements, Ms E Leenearts
Skin Things, Ms L Boys
Attitudes Boutique and Lightbox Gift and Home, Ms G Martin
Beach Burrito, Mr A Warren
Cibo Espresso, Mr T Beatrice

Staff

Acting Chief Executive Officer – Mr R Bria
General Manager, Community Services – Ms M Lock
Communications Advisor – Ms M Logie
Strategic Planner - Ms E Kenchington
Event Management Specialist – Mr S Sewell

1. OPENING

The Chairman, Mr C Maios, declared the meeting open at 6.07pm

2. APOLOGIES

- 2.1 Leave of Absence – Councillor Abley, Mr N Hughes, Ms S Heading, Ms A Brown, Mr A Fotopoulos
- 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 5 June 2019 be taken as read and confirmed.

Moved Councillor Miller, Seconded E Leenearts

Carried

5. QUESTIONS BY MEMBERS

5.1 Without Notice - Nil

5.2 With Notice – Nil

6. MOTIONS ON NOTICE – Nil**7. ADJOURNED ITEMS – Nil****8. PRESENTATION –**

8.1 Michael McKeown, Director of Jensen Plus, Planning and Urban Design firm, as part of the Jetty Road Masterplan process the Jetty Road Mainstreet Committee (JRMC) requested that Jensen Plus work on a lighting masterplan for the street. The JRMC have identified the need for new concepts to be investigated as the LED strip lighting in the trees along Jetty Road are aged past the point of repair.

Mayor Wilson left meeting at 6:40pm

9. REPORTS/ITEMS OF BUSINESS

9.1 Strategic Workshop Actions (Report No: 245/19)

The Jetty Road Mainstreet Committee will undertake a strategic planning workshop at 5:00pm on 26 June 2019 to discuss its strategic direction and priorities. Following the workshop it is likely there will be actions arising to be discussed at this meeting.

Motion

That the Jetty Road Mainstreet Committee identify any actions as motions as a result of the Strategic Planning Workshop to be discussed at the next meeting

Moved S Robinson, Seconded T Beatrice

Carried

9.2 Monthly Finance Report (Report No: 246/19)

The Jetty Road Mainstreet Committee May 2019 finance report is prepared by the Jetty Road Development Coordinator and is presented for information to the members of the Jetty Road Mainstreet Committee.

Motion

That the Jetty Road Mainstreet Committee note this report.

Moved Councillor Miller, Seconded E Leenearts

Carried

9.3 Winter Wonderland (Report No: 247/19)

This report provides an update on planning for the upcoming Winter Wonderland event that is scheduled to be held from 28 June to 22 July 2019. The Winter Wonderland festival was developed by the Jetty Road Mainstreet Committee (JRMC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during Winter.

Motion

That the Jetty Road Mainstreet Committee note this report

Moved L Boys, Seconded T Beatrice

Carried

A Warren and Councillor Miller declared a perceived conflict of interest for item 9.4 [New Music and Art Event (248/19)]. The nature of the perceived conflict of interest (pursuant to Section 74 of the Local Government Act 1999) is that the named resident Mr Papatolis and the nominated committee members all work for Beach Burrito Company.

A Warren and Councillor Miller dealt with this perceived conflict of interest by making it known to the meeting and remaining as they are acting for the interest of the community.

9.4 New Music and Art Event (Report No: 248/19)

The report provides an overview of a new music and art event concept. The City of Holdfast Bay has been approached by a local resident, Mr Papatolis, to host a new music and arts event on the top deck of the Partridge Street carpark. As this event concept supports activation of the eastern end of Jetty Road the JRMC may wish to consider supporting the event with a grant. Mr Papatolis will be invited to present the event concept at the 7 August JRMC meeting.

Motion

That the Jetty Road Mainstreet Committee note this report

Moved A Warren, Seconded Councillor Miller

Carried

9.5 October Street Party (Report No: 249/19)

This report provides an overview on Street Parties that have taken place in November 2017 and October 2018. The Street Parties are a jointly funded initiative between the City of Holdfast Bay and the Jetty Road Mainstreet Committee (JRMCM). The JRMCM must make a decision on the timing of the 2019 October Street Party and a long term vision for the event to allow administration to commence event planning.

Administration tabled amended data for item 9.5 [October Street Party (249/19)].

Refer Attachment 1

Motion

1. The JRMCM to host the 2019 Street Party on 6 October 2019.

Moved S Robinson, Seconded T Beatrice

Carried

2. The JRMCM

Invite Jetty Road traders to submit an EOI by date to be determined and thereafter extend the invitation to invite traders from outside the Jetty Road Glenelg levied area to participate in the 2019 October Street Party for a fee.

Moved E Leenearts, Seconded A Warren

Carried

S Sewell left meeting at 7:20pm

9.6 Community Safety and Wellbeing (Report No: 250/19)

On Monday 17 June 2019, the Jetty Road Mainstreet Committee hosted a trader briefing on community safety and wellbeing with the South Australian Police. The briefing was designed to provide traders with an overview of theft prevention, client aggression, armed hold up prevention and counterfeit money. The session was well attended by 26 Jetty Road traders and positive feedback has been received on the event.

Motion

That the Jetty Road Mainstreet Committee:

1. Note this report and

2. A Brown to forward a letter to SAPOL to express disappointment with the presentation held on 17 June 2019 at Short Order Café.

Moved A Warren, Seconded Councillor Miller

Carried

9.7 JRMC Governance Model (Report No: 251/19)

The Jetty Road Mainstreet Committee 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 20 June 2018 to workshop alternative governance models with a facilitator and external subject matter experts. At its 4 July 2018 meeting the JRMC recommended to Council their preferred governance model of an Incorporated Association established under the Associations Incorporation Act 1985. At the 7 November JRMC meeting, the JRMC appointed Premier Retail Marketing and Peter McNabb and Associates to prepare a business case that was endorsed by the JRMC at their 5 December 2018 meeting. The Business Case was presented at a 26 February Council Workshop and was on the agenda for endorsement at the 12 March 2019 Council meeting. At the meeting Council adjourned the motion for 6 months from 12 March 2019.

Motion

That the Jetty Road Mainstreet Committee conduct a Governance Workshop with new committee members on 4 September 2019 at 5.00pm to allow the newly established committee members to workshop the alternative governance models.

Moved T Beatrice, Seconded G Martin

Carried

9.8 Marketing Update (Report No: 252/19)

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 and order a limited print run of the Local Magazine of a quantity to be determined subject to budget

Moved S Robinson, Seconded Councillor Miller

Carried

9.9 Retail Investment Brochure (Report No: 253/19)

The Jetty Road Mainstreet Committee endorsed the Jetty Road Glenelg Retail Strategy 2018-2022 in December 2018 and guides the future direction and identifies actions to maintain a prosperous retail sector. To support the delivery of the Strategy the Jetty Road Development Coordinator has been working on an investment brochure the will assist in investment attraction efforts.

Motion

That the Jetty Road Mainstreet Committee note this report

Moved E Leenearts, Seconded T Beatrice

Carried

9.10 Tourism Research Project (Report No: 255/19)

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. The City of Holdfast Bay is scheduled to undertake a new tourism research project to provide market intelligence to inform the 2025 Tourism Plan. The research project is valued at \$50,000 and a contribution is sought from the JRMC.

Motion

That the Jetty Road Mainstreet Committee note this report

Moved S Robinson, Seconded Councillor Miller

Carried

8. URGENT BUSINESS

9. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 7 August 2019 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

10. CLOSURE

The meeting closed at 8:07pm.

CONFIRMED: Wednesday 7 August 2019

CHAIRMAN

Attachment 1



Item No: 9.5
Subject: **OCTOBER STREET PARTY**
Date: 26 June 2019
Written By: Jetty Road Development Coordinator
A/General Manager: Community Services, Mr M Rechner

SUMMARY

This report provides an overview on Street Parties that have taken place in November 2017 and October 2018. The Street Parties are a jointly funded initiative between the City of Holdfast Bay and the Jetty Road Mainstreet Committee (JRMC). The JRMC must make a decision on the timing of the 2019 October Street Party and a long term vision for the event to allow administration to commence event planning.

RECOMMENDATION

That:

- 1. The JRMC select a date to host the 2019 October Street Party.**
- 2. The JRMC**
 - 2.a. invite traders from outside the Jetty Road Glenelg levied area to participate in the 2019 October Street Party for a fee.**

OR

- 2.b. not invite traders from outside the Jetty Road Glenelg levied area to participate in the 2019 October Street Party for a fee.**
-

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Making it easier to do business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

On Saturday 25 November 2017 Jetty Road hosted a Glenelg Street Party the night before the Glenelg Christmas Pageant, this was designed to put Glenelg in the minds of consumers at the beginning of summer and this also provided road closure costs savings to run two major events back to back. This was a successful event, attracting crowds of approximately 30,000 visitors.

Expenditure in the suburb of Glenelg on the event day (all hours) was valued at \$2.55 million.

Source: SPENDMAPP, Total Local Spend in Glenelg, Retail, allied industries and tourism expenditure, all hours, Saturday 25/11/2017

By comparison retail, allied industries and tourism expenditure on other Saturday's:

- Saturday 18/11/2017 - \$2.26M
- Saturday 11/11/17 - \$2.25M
- Saturday 2/12/17 - \$2.04M
- Saturday 24/11/2018 - \$1.99M

Source: SPENDMAPP, Total Local Spend in Glenelg, Retail, allied industries and tourism expenditure, all hours

The estimated economic impact from the 2017 November Street Party was valued at approximately \$420,000.

On Sunday 21 October 2018, Jetty Road hosted the Stay and Street Party aligned with the Adelaide Fashion Festival. The family friendly event received 20,000 event attendees from 11:00am – 7:00pm, with Jetty Road traders popping up with food and fashion stalls, plus three fashion parades were well attended. The event was designed to provide increased economic opportunities for the retail sector on Jetty Road, encourage local and day trip visitors to shop in the precinct with this messaging promoted through the event marketing. Positive feedback has been received from retailers, who held special sales for the day/weekend (eg. 20% off store wide) to capitalise on the event which was promoted through the Jetty Road social media channels.

Expenditure in the suburb of Glenelg on the event day was valued at \$1.58 million.

Source: SPENDMAPP, Total Local Spend, Retail, allied industries and tourism expenditure, All Hours, Sunday 21/10/2017.

By comparison retail, allied industries and tourism expenditure on other Sunday's:

- Sunday 14/10/2018 - \$1.18 million
- Sunday 28/10/2018 - \$1.35 million
- Sunday 22/10/2017 - \$1.30 million

The estimated economic impact from the October Street Party was valued at approximately \$310,000.

Disclaimer: The above data is an indicative indication of expenditure in the suburb of Glenelg.

REPORT

The Street Parties are a jointly funded initiative between the City of Holdfast Bay and the JRMC.

To assist with planning for a 2019 Street Party, the JRMC must consider what type of Street Party they wish to implement to allow administration to commence planning.

The JRMC also need to consider what the long term strategy for this event is. Factors to consider include:

1. Visitation from locals, day trippers and intrastate visitors
2. Expenditure in the precinct and the best return on investment for the community
3. Positioning of the precinct from a branding perspective and
4. Media exposure
5. Extending the year round event calendar as there is a high concentration of events over Summer.

It is known that the Adelaide Fashion Festival will not continue in the same capacity as previous years, therefore Jetty Road is unable to align itself to this event.

In 2019, Adelaide will host the 2019 Australian Masters Games from 5-12 October 2019 and Jetty Road has the opportunity to host a Street Party over the October long weekend on Sunday 6 October, and promoting this to approximately 5,000 athletes and their families.

Administration would also like the JRMC to give consideration opening up participation in the Street Party from traders outside of the Jetty Road Glenelg levied area. A fee structure would be developed to charge a small, medium or large street activation, which would increase the event budget and provide additional offerings on the street that would improve the visitor experience. This model would be benchmarked against a similar scenario as the Unley Gourmet Gala, implemented by the City of Unley.

The increased budget would provide additional funds to add new event elements like theming to enhance the visitor experience.

BUDGET

The 2019/20 JRMC budget includes \$30,000 for the October Street Party.

LIFE CYCLE COSTS

To be determined post 2019 event.