

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 May at 6:05 pm.

PRESENT

Elected Members

Councillor A Bradshaw

Community Representatives

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

Staff

Jetty Road Development Coordinator – Ms A Brown
Manager City Activation – M Lock
Event Management Specialist – S Sewell

1. OPENING

The Chairman declared the meeting open at 6:05 pm.

2. APOLOGIES

2.1 For Absence - Mr A Warren and Councillor S Charlick

2.2 Leave of Absence - Nil

3. DECLARATION OF INTEREST

Members were reminded to declare any interest before each item.

4. CONFIRMATION OF MINUTES

That the minutes of the Jetty Road Mainstreet Committee held on 11 April 2018 be taken as read and confirmed.

Moved by E Leenearts, Seconded by T Beatrice

Carried

5. QUESTIONS BY MEMBERS

5.1 Without Notice

The Chair requested that Council investigate the charity companies that operate in the precinct, provide an overview of the number of permits being distributed and monitor the activity of the charity organisations.

Manager, City Activation, Ms M Lock to provide a response at the next JRMCM meeting.

5.2 With Notice

6. MOTIONS ON NOTICE

7. REPORTS/ITEMS OF BUSINESS

7.1 Glenelg Street Party and Adelaide Fashion Festival (Report No:150/18)

Event Management Specialist, Sacha Sewell, provided an overview of the concept to deliver a family friendly event as part of the Adelaide Fashion Festival on Sunday 21 October. The event would showcase children's fashion and encourage a strong retail presence along Jetty Road.

Charlotte Chambers, Publisher KIDDO Magazine and founder of the KIDDO Markets joined the meeting to discuss the new event concept and event activation opportunities including fun children's activities and a fashion parade. KIDDO markets would bring new products and brands with their own consumer following, bringing in new customers into the precinct.

The Committee discussed potential weather implications, liquor licensing requirements and event attendee safety and event layout. It was discussed that there will be both children's and adult fashion parades during the event to showcase Jetty Road traders.

Motion

That the JRMCM recommends to Council that the draft budget allocation (\$30,000) for the November Street Party 2018 be reallocated to the 21 October 2018 Adelaide Fashion Festival Street Par

Moved R Caruso, Seconded A Fotopoulos

Carried

7.2 Winter Wonderland 2018 (Report No: 156/18)

Ms M Lock and Mr S Sewell provided an update on the event planning for Winter Wonderland that sees the installation of an undercover ice skating rink from 1-22 July 2018.

Following the success of previous Winter Wonderland events, the Committee since 2014, has resolved to contribute up to \$75,000 towards Winter Wonderland. This event has been jointly funded with Council.

Mr S Sewell discussed the new OZTIX ticketing system which allows management to monitor ticket sales in real time and also provides a more seamless transaction experience for the consumer. Potential presenting partner sponsorship targets were discussed.

Motion

That the Jetty Road Mainstreet Committee note the report.

Moved T Beatrice, Seconded C Maios

Carried

7.3 Monthly Finance Report (Report No: 151/18)

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

Motion

That the Jetty Road Mainstreet Committee note the April 2018 monthly finance report.

Moved C Maios, Seconded T Beatrice

Carried

7.4 Jetty Road Mainstreet Committee Terms of Reference (Report No: 122/18)

Draft Terms of Reference (TOR) were tabled for discussion, the existing terms of reference have been updated to align to other TOR within Council. The term of the Committee is no longer linked to the Council election cycle. The significant changes to the TOR we tabled for discussion which were outlined in the Agenda Papers.

Ms M Lock advised that Council are preparing a high level discussion paper on a variety of governance models (i.e. Business Industry District / Board / subsidiary of Council) that will be tabled at the next meeting. The Committee will be able to assess these and the opportunities and risks associated with each model.

Motion

That the JRMC note the draft Terms of Reference and provide feedback to the A Brown by 15 May 2018 for finalization at the 6 June 2018 JRMC meeting. A Brown will provide the Chairman with a marked up copy of the proposed changes to the TOR.

Moved S Robinson, Seconded E Fassina

Carried

7.5 Jetty Road Development Coordinator – Update (Report No: 153/18)

Ms A Brown provided a six month update report on key activities and projects undertaken in the following areas of JRMC Meeting and Marketing Working Group co-ordination, Retail Strategy, Marketing Strategy, Communication and engagement plan, Trader Engagement and business support, Events and upcoming initiatives.

Motion

That the JRMC note the update provided by the Jetty Road Development Coordinator.

Moved A Fotopoulos, Seconded E Fassina

Carried

7.6 Retail Strategy Timeframes (verbal update)

A verbal update on the timeframes of the draft Jetty Road Retail Strategy 2018-2022 was provided by A Brown. Members of the JRMC were invited to provide A Brown with any further feedback on *the paper before the next meeting*.

Motion

That the JRMC note the update provided by Ms A Brown and any further feedback on the draft document be sent through to the JRDC by Friday 25 May 2018.

Moved C Maios, Seconded S Robinson

Carried

7.7 Glenelg Jetty Rejuvenation Project (Report No: 154/18)

Ms M Lock advised the Committee that she has been invited to present for 1 hour to the Glenelg Jetty Redevelopment Project to 6 foreign investors from Hong Kong, Taiwan and Singapore, on Monday 7 May 2018 at 10:00am. The investor familiarisation is being delivered by the SA Tourism Commission in partnership with Tourism Australia and Austrade with a focus primarily on investment ready project on Kangaroo Island however the group will spend 2 days in Adelaide and surrounds.

Motion**That the JRMCM note the report.**

Moved A Fotopoulos, Seconded E Leenearts

Carried

7.8 Marketing Working Group - Update (Report No: 155/18)

Ms A Brown provided an overview of the Marketing Working Group meeting which took place on 23 April. The working group received a presentation from Channel Nine on the current 2017/18 'I want to stay' campaign, which is tracking on target across Nine Digital platforms of Channel 9, GO!, Gem, 9Life and nine.com.au. The new visual assets were presented to the group including the new still imagery and the promotional videos. The group discussed social media content and increasing consumer engagement and the working group agreed to providing input into the social media content plan.

Motion**That the JRMCM note the update provided by the Jetty Road Development Coordinator.**

Moved A Bradshaw, Seconded R Caruso

Carried**8. URGENT BUSINESS – Subject to the leave of the meeting**

8.1 Outdoor marketing for upcoming Taplin developments

The Chair advised the Committee that he had written to Mr Taplin, developer and owner of Taplin Real Estate on 20 April 2018 regarding his planned developments at Colley Terrace, Partridge Street and at the Bayside Village which is scheduled to commence during 2018. The Chair sought a co-contribution of \$6,000 for outdoor marketing to support trade in the precinct during the construction. Mr Taplin responded on 23 April 2018 advising that he is supportive of further discussion on this matter and that development approvals are still underway.

Motion**That the JRMCM note the response provided by Mr Taplin advising that development approvals are still underway.**

Moved E Fassina, Seconded T Beatrice

Carried

8.2 SALA BIG Picture Fest

A Brown advised that committee of an opportunity to co-contribute with Council on an upcoming Outdoor Street Art initiative as part of the South Australian Living Artists (SALA) Festival in August. The committee discussed the support for introducing more street art into the precinct and their preference for a South Australian artist.

Motion

The JRMCM agree to co contribute with Council up to \$4,000 towards a South Australian Professional Career Artist on the upcoming Outdoor Street Art initiative as part of the South Australian Living Artists (SALA) Festival in August.

Moved E Fassina, Seconded S Robinson

Carried

8.3 Jetty Road Trader Awards

A Brown sought input on where the Committee would like to host the upcoming Jetty Road Trader Awards. Four venue options were presented to the Committee and they agreed to host the event at the Glenelg Surf Life Saving Club subject to availability.

Motion

That the JRMCM agreed that the Glenelg Surf Life Saving Club is the preferred venue for the 2018 Trader Awards.

Moved E Leenearts, Seconded E Fassina

Carried

9. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 6 June 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

10. CLOSURE

The meeting closed at 8:15 pm.

CONFIRMED Wednesday 6 June 2018.

CHAIRMAN