

## **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 1 November 2017 at 6pm.**

### **PRESENT**

#### **Elected Members**

Councillor A Wilson

#### **Community Representatives**

Caruso Fruit and Veg, Mr R Caruso  
Don Maios Investments, Mr C Maios  
Cibo Espresso, Mr T Beatrice  
Beach Burrito Company, Mr A Warren  
GU Film House, Mr S Robinson  
Ikos Holdings Trust, Mr A Fotopoulos

#### **Staff**

General Manager, Community Services – Ms T Aukett  
Manager, City Activation – Ms M Lock  
Business Development Manager, Virginia Miller

#### **Guests**

Elise Fassina, Fassina Group  
Alex Cole, newly appointed Coordinator Jetty Road Mainstreet Development  
David West, Premier Retail Marketing

### **1. OPENING**

The Chairman declared the meeting open at 6:15 pm.

### **2. APOLOGIES**

2.1 For Absence - Councillor S Lonie  
Chairman – Mr M Faulkner  
Ms E Leenearts

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 meeting of the Jetty Road Mainstreet Committee held on Wednesday 4 October 2017 be taken as read and confirmed.**

Moved Mr A Warren, Seconded Mr R Caruso

**Carried**

**5. QUESTIONS BY MEMBERS**

6.1 Without Notice - Nil

6.2 With Notice - Nil

**6. MOTIONS ON NOTICE**

6.1 **Motion on Notice – Summer Soiree** (Report No: 398/17)

The Chairman, Mr M Faulkner, proposed the following motion:

That monies currently allocated towards the 2018 Summer Soiree be re distributed to the Marketing – Promotions and Familiarisation budget line.

**BACKGROUND**

In previous years, the Jetty Road Mainstreet Committee has hosted an annual Summer Soiree. This event is traditionally an opportunity for Jetty Road traders (and their staff) to meet on a social basis. While the Soiree has always been well supported by traders, given the current pressures facing retailers and businesses on Jetty Road, it is considered that there will be greater benefits to all traders if the money for this event (\$15,000) is invested in a targeted marketing and promotions campaign for the benefit all businesses.

**Motion**

**That monies currently allocated towards the 2018 Summer Soiree be redistributed to the Marketing – Promotions and Familiarisation budget line.**

Moved Councillor A Wilson, Seconded Mr T Beatrice

**Lost**

Councillor A Wilson left the meeting at 6.30pm.

**Amendment**

**That the Committee investigate a cost effective option, including sponsorship up to the existing budget of \$15,000 with any savings to be returned to budget.**

Moved Mr A Warren, Seconded Mr T Beatrice

**Carried**

**7. PUBLIC PRESENTATION**

**7.1 Jetty Road Retail Strategy**

David West from Premier Retail Marketing provided an update on the Jetty Road Retail Strategy.

**8. ADJOURNED ITEMS**

**8.1 Adjourned - Question on Notice - Speakers on Jetty Road (Report No: 397/17)**

The Jetty Road Mainstreet Committee at its meeting held 4 October 2017, resolved to adjourn Report No: 353/17 *Speakers on Jetty Road* to obtain further information.

This report represents Report No: 353/17 for Council's further consideration.

**ANSWER – Manager, City Activation**

Existing infrastructure is either not in working order or has been removed from Jetty Road, Glenelg.

To replace or repair speakers would require Council to work with the Department of Planning Transport and Infrastructure (DPTI), as all existing light pole infrastructure is considered their property. The cost to pause power is approximately \$30,000.

At this stage costs to supply equipment is estimated at \$30,000 plus maintenance. Other issues such as APRA licensing fees, and intended use of speakers would also need to be considered.

**8.2 Question on Notice - Flowers on Light Poles (Report No: 396/17)**

The Jetty Road Mainstreet Committee at its meeting held 4 October 2017, resolved to adjourn Report No: 354/17 *Flowers on Light Poles* to obtain further information.

This report represents Report No: 354/17 for Council's further consideration.

**ANSWER – Manager City Activation**

All existing light pole infrastructure is the property of Department Planning Transport and Infrastructure (DPTI) and is electrified to support tram operations. As such to pause power to the light poles is approximately a \$30,000 cost directly to Council and the Jetty Road Mainstreet Committee.

The prices for the hanging planters will range depending on preferences. Please see below an approximation;

A basic 22 inch flat steel planter with a coco liner and chain starts at around \$50; Water reservoir \$50; Potting medium & Plants \$50; Total = \$150 without Bracket

A modern style 21 inch fiberglass low bowl hanging basket is \$310.00; Potting medium & plants \$50; Total \$360.00

Another modern option could be either Aluminium, copper, bronze or corten steel 22 inch hanging baskets \$215.00; Potting medium & Plants \$50; Total = \$265.00

Please note that brackets can range in cost from \$200.00 to \$300.00

Grand total for the cheaper option including bracket @ \$300.00 =  $450 \times 51 =$  \$22,950.00

Grand Total for modern option including the bracket @ \$300.00 =  $565 \times 51 =$  \$28,815.00

Importantly ongoing maintenance will need to be considered. Plants are not able to be connected to irrigation and therefore would have to be hand watered which is problematic due to the height of the hanging baskets. Further to this maintenance, planting, pruning and tidying would need to be carefully considered again due to the height of the poles and clearance from the street level.

Inclement weather is another consideration as harsh seasonal and coastal conditions will impact on maintenance and plant selection.

Parks and Reserves City of Holdfast Bay have recommended that hanging baskets would be suited to quieter streets with low vehicle and pedestrian traffic with protection from the elements. In addition Parks and Reserves expressed an interest to explore alternative options that incorporate greening to soften the urban landscape.

Total initial investment:

Option 1 \$52, 950 plus ongoing maintenance costs

Option 2 \$58,815 plus ongoing maintenance costs

Ongoing maintenance costs incurred annually

## **9. REPORTS/ITEMS OF BUSINESS**

### **9.1 Monthly Finance Report (Report No: 373/17)**

Jetty Road Mainstreet August variance report as prepared by the Manager City Activation is presented for information of the members of the Jetty Road Mainstreet Committee.

**That Jetty Road Mainstreet Committee note this report, and provide additional explanation for variance.**

Moved Mr S Robinson, Seconded Mr R Caruso

**Carried**

9.2 **Manager's Up-date Report (Report No: 374/17)**

This report contains an up-date of agreed Jetty Road marketing, promotion and event planning actions, as well as any other actions as agreed.

**That the Committee note the report and discuss any areas of interest including:**

- **Recruitment – Jetty Road Development Coordinator**
- **Office Accommodation – Jetty Road Development Coordinator**
- **New Committee Member – Progress Update**
- **Christmas Pageant and Street Party**
- **Retail Strategy**
- **Cruise Ship Progress Report**
- **Trader's Awards**
- **Jetty Road Masterplan**
- **New Year's Eve**

**And, that Administration provide detailed costings regarding the provision of a separate office space within 2 weeks, and to be formally presented at the next Committee meeting.**

Moved Mr A Fotopoulos, Seconded Mr T Beatrice

**Carried**

9.3 **Short Term Marketing Campaign (Report No: 374/17)**

This campaign seeks to support the current marketing actions of the Jetty Road Mainstreet Committee and provide a basis for future activities. In doing so, this campaign aims to support the objectives for a vibrant community and economic prosperity within the Precinct.

**Motion**

**That the Jetty Road Mainstreet Committee approve the short term marketing initiatives contained in this report and the associated additional budget expenditure of \$53,877.**

Moved Mr A Fotopoulos, Seconded Mr A Warren

**Carried**

10. **URGENT BUSINESS – Subject to the Leave of the Meeting**

Mr A Warren sought leave of the meeting to raise an item as a matter of Urgent Business.

Can Administration provide an update on SummerSalt – Glenelg beach concert 2017?

Ms M Lock, Manager City Activation, provided a response.

Mr A Fotopolous sought leave of the meeting to raise an item as a matter of Urgent Business.

Mr A Fotopolous requested on behalf of the Jetty Road Mainstreet Management Committee a report on the 2017 National Mainstreet Conference to be provided at the next Committee Meeting.

**11. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 6 December 2017 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

**12. CLOSURE**

The Meeting closed at 7.48 pm.

**CONFIRMED Wednesday 6 December 2017**

**CHAIRMAN**