

CITY OF HOLDFAST BAY

Minutes of the meeting of the Jetty Road Mainstreet Committee of the City of Holdfast Bay held by virtual connection on Wednesday 4 August 2021 at 6:00pm

PRESENT

Elected Members:

Councillor R Abley

Councillor W Miller

Community Representatives:

Maios Group, Mr C Maios

Attitudes Boutique, Ms G Martin

Cibo Espresso, Mr T Beatrice

Daisy and Hen, Ms G Britton

Good Physio, Mr T Chai

The Royal Moody, Mr G Watson

Beach Burrito, Mr A Warren

Staff:

Chief Executive Officer, Mr R Bria

General Manager, Community Services, Ms M Lock

Manager, City Activation, Ms R Forrest

Jetty Road Development Coordinator, Ms A Brown

Jetty Road Assistant, Mr W Papatolis

1. OPENING

The Chairman, Mr C Maios, declared the meeting open at 6.00pm.

2. APOLOGIES

2.1 Apologies Received:

2.2 Absent: Mr D Elmes, Mr A Fotopoulos

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 7 July 2021 be taken as read and confirmed.

Moved Councillor Miller, Seconded Councillor Abley

Carried

5. QUESTIONS BY MEMBERS

5.1 Without Notice: Nil

5.2 With Notice: Nil

6. MOTIONS ON NOTICE: Nil

A Warren joined meeting at 6.04pm.

T Chai joined meeting at 6.05pm.

7. PRESENTATION:**7.1 Adelaide Retail High Street Q121 Market Update**

Representatives from Jones Lang LaSalle provided an overview of the Adelaide Retail market landscape. Presenters are:

- Ben Parkinson, Managing Director
- Rick Warner, Director Research
- Sam Alexander, Capital Markets Executive

7.2 Jetty Road Masterplan – Stage 1 Chapel Street and Hindmarsh Lane Progress

Ms Cherie Armfield, Project Manager Public Realm & Urban Design provided an update and progress report of the Chapel Street and Hindmarsh Lane upgrade.

8. REPORTS/ITEMS OF BUSINESS

8.1 Monthly Finance Report

(Report no: 253/21)

The Jetty Road Mainstreet Committee end of 2020/2021 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 T Beatrice, Seconded G Martin

Carried

8.2 Marketing Update (Report No: 254/21)

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2020/21 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022

Motion

The Jetty Road Mainstreet Committee:

1. Note this report

Moved G Martin, Seconded A Warren

Carried

2. Endorse the Jetty Road Glenelg Marketing Plan 2021/22.

Moved G Britton, Seconded A Warren

Carried

8.3 Scratch and Win Campaign Report (Report No: 255/21)

The Jetty Road Mainstreet Committee identified a Scratch and Win competition as an initiative to stimulate economic activity during the quieter months of May and June. A proposal was submitted to the JRMC for discussion in the February 2021 meeting with a Jetty Road Scratch and Win promotion was endorsed in the March 2021 meeting. This Jetty Road precinct promotion ran over a four week period from 24 May to June 21 2021.

Motion

That the Jetty Road Mainstreet Committee note this briefing.

Moved G Watson, Seconded T Beatrice

Carried

8.4 Event Cinema Street Art Project (Report No: 256/21)

At the JRMC marketing brainstorming session on 29 June 2021 the attendees discussed the importance of the Event Cinema in Jetty Road's promotions to drive visitation. Street art was discussed to be placed on the corner wall visible from Cowper Street, under the Event Cinema logo to draw attention to the cinema. Consultation with the Community, Arts & Culture Coordinator at the City of Holdfast Bay and the JRMC have taken place regarding a project with artist Mathew Fortrose, with a total project value of \$15,900.

Motion

That the Jetty Road Mainstreet Committee note this report and endorse a budget allocation of \$3,900 from the 2021/22 Retail Strategy budget to be allocated towards the Cinema corner wall project on Cowper Street for a commencement of 16 August 2021.

Moved Councillor Miller, Seconded G Martin

Carried

8.5 Jetty Road Events Update

(Report No: 257/21)

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 and an update on events held.

Motion

That the Jetty Road Mainstreet Committee note this briefing.

Moved G Watson, Seconded T Beatrice

Carried

8.6 Jetty Road Glenelg Business Survey

(Report No: 258/21)

The Jetty Road Mainstreet Committee (JRMC) aim to measure improvements and changes in the precinct and identify areas of focus to improve the business environment via the distribution of an annual Jetty Road Glenelg Business Survey. A draft survey was distributed to the JRMC on 23 July for feedback and the survey is scheduled to be released on 10 August. The survey aligns to priority area 4. Working Better Together in the Jetty Road Glenelg Retail Strategy 2018-2022.

Motion

That the Jetty Road Mainstreet Committee note this report.

Moved A Warren, Seconded T Beatrice

Carried

8.7 Moseley Square Precinct Lighting

(Report No: 259/21)

The Jetty Road Mainstreet Committee installed lighting around the palm trees in Moseley Square in 2020 to improve the night time appeal and aesthetic in the precinct. The Chair of the JRMC has requested that the City of Holdfast Bay turn off or soften the Council own lighting infrastructure in Moseley Square as it detracts from the night time aesthetic in Moseley Square.

Motion

That Council review the lighting in Moseley Square to improve the ambience in the precinct.

Moved G Watson, Seconded T Beatrice

Carried

9. URGENT BUSINESS – Subject to the Leave of the Meeting

9.1 REPORTS/ITEMS OF BUSINESS:

- The JRMC Chairperson acknowledged the sad passing of Councillor M Bouchee.
- A Warren asked a question around an e-commerce platform.
- M Lock announced the resignation of the JRDC and acknowledged the work achieved to date.

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 1 September at the Glenelg Town Hall.

11. CLOSURE

The meeting closed at 8.10pm

CONFIRMED: Wednesday 1 September 2021

CHAIRMAN