

Agenda

Jetty Road
Mainstreet
Committee

NOTICE OF MEETING

Notice is hereby given that a meeting of the
Jetty Road Mainstreet Committee will be held in the

Mayor's Parlour - Glenelg Town Hall
Moseley Square Glenelg

5 June 2024 at 6pm



Roberto Bria
Chief Executive Officer



1. Opening

The Chairperson, Ms Gilia Martin will declare the meeting open at 6pm.

2. Kurna Acknowledgement

We acknowledge Kurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kurna People today.

3. Apologies

3.1 Apologies received:

3.2 Absent:

4. Declaration Of Interest

If a Committee Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Committee they are asked to disclose the interest to the Committee and provide full and accurate details of the relevant interest. Committee Members are reminded to declare their interest before each item.

5. Confirmation Of Minutes

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 1 May 2024 be taken as read and confirmed.

6. Questions by Members

6.1 **Without Notice:**

6.2 **On Notice:** Nil

7. Presentations

7.1 **City of Holdfast Bay Economic Development Strategy**

Ms M Lock, General Manager Community and Business will provide an update on the City of Holdfast Bay Economic Development Strategy.



7.2 **Adelaide Economic Development Agency Business Summit**

Mr C Morley will provide an update on the Adelaide Economic Development Agency Business Summit he attended on Wednesday 22 May 2024

8. Reports By Officers

- | | | |
|-----|---|---------------------|
| 8.1 | Jetty Road Events Report | (Report No: 162/24) |
| 8.2 | Glenelg Ice Cream Festival 2024 | (Report No: 163/24) |
| 8.3 | Jetty Road Mainstreet Committee Vacancies | (Report No: 164/24) |
| 8.4 | Marketing Update | (Report No: 166/24) |
| 8.5 | Monthly Finance Report | (Report No: 165/24) |

9. Urgent Business – Subject to the Leave of the Meeting

10. Date and time of next meeting

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 July 2024 in the Mayor’s Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

11. Closure



Roberto Bria
Chief Executive Officer

Item No: 8.1

Subject: JETTY ROAD EVENTS REPORT

Summary

The Jetty Road Mainstreet Committee in partnership with the City of Holdfast Bay is 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 recent and upcoming events.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee in partnership with the City of Holdfast Bay is 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.

Report

For the upcoming 2024-2025 financial year the Jetty Road Mainstreet Committee (JRMC) has provisionally allocated \$200,000 to support events, which has been assigned as follows:

Co-funded with Council

- \$75,000 – Winter Activation – Glenelg Winter Arts Festival
- \$50,000 – Spring Activation – Sea to Shore: Glenelg Seafood Festival
- \$50,000 – Summer Activation – Glenelg Ice Cream Festival

JRMC Sponsored

- \$25,000 – Glenelg Christmas Pageant (event run by Council)
- \$15,000 – provisional sum to support event opportunities through the year

Planning of the 2024-2025 events calendar is now underway.

Glenelg Winter Arts Festival

Colley Reserve
5-21 July 2024

Set against the picturesque backdrop of Colley Reserve, the Glenelg Winter Arts Festival will bring a splash of vibrant art and entertainment to Adelaide's iconic coastal area. It is programmed and delivered by Gluttony Food and Wine Pty Ltd (Gluttony) as part of a licence agreement, with event costs underwritten by Council and JRMC.

As in 2023, the Glenelg Winter Arts Festival will transform Colley Reserve into a festival hub featuring performance tents, bars and warming winter food options. For the 2024 event, a second performance tent has been added, with performances in the two spaces on a staggered schedule to ensure that the event site is always active and populated. A number of new and unique experiences will be introduced such as a precinct walking food tour, a Teddy Bears Picnic and a Dogs Day Out.

The 2024 program was launched with a media call held on 23 May 2024, followed with a comprehensive marketing and publicity campaign in the lead up to the event. The marketing campaign is led by Gluttony with support from Council and JRMC through precinct signage and promotion through digital channels.

Tickets are now on sale at gluttony.net.au/glenelg-winter-festival.

Sea to Shore Glenelg Seafood Festival

Glenelg Foreshore

26 October 2024

Initial planning for this event is underway, reimagining the event to focus on the Glenelg Foreshore, removing the street party element from the original event design delivered in previous years. Feedback and observations of previous events were that the street party and Foreshore elements were poorly integrated.

Key activity to date includes:

- An application for a three year regional event funding submitted to the South Australian Tourism Commission
- Budget modelling to inform scope of event, including a possible expansion to a two-day festival
- Identification and engagement of an ambassador to be the public face of the festival, to curate the food offering, signature dishes and activities, and be present at the event for agreed engagements.

Other upcoming events

In addition to the Jetty Road Mainstreet Committee funded/supported events, the following event is in Council's forward calendar for the Glenelg area in the coming months. The following is based on information provided by the organisers:

- SANFL King's Birthday match, Glenelg Oval, 10 June 2024.

Budget

Allocations for identified events are included in the 2024-25 JRMC budget.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Event Lead

General Manager: Community and Business, Ms M Lock

Item No: 8.2

Subject: **GLENELG ICE CREAM FESTIVAL 2024**

Summary

The third Glenelg Ice Cream Festival was held Friday 12 January 2024, the evening before the race stage start for the Santos Tour Down Under (Health Partners Women's Stage 2: Glenelg to Stirling). Attendance exceeded 35,000 over the course of the evening event, with the 2024 Festival being the most successful to date.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The first Glenelg Ice Cream Festival was held in October 2021 as Council's first large public event post-pandemic. In 2022-23, with the addition of Sea to Shore: Glenelg Seafood Festival as a spring event, the Ice Cream Festival was moved to a January time slot, to better align the ice cream theme to mid-summer.

The event is jointly funded by Council and Jetty Road Mainstreet Committee's annual budget allocation for events.

As in 2023, the 2024 Glenelg Ice Cream Festival was scheduled to align with a race stage start of the Santos Tour Down Under, which took place the following morning. This allows the cost of the road closure to be amortised across both events.

Report

The Glenelg Ice Cream Festival seeks to build on the link between ice cream as a summer treat with South Australia's most popular and iconic beach destination, Glenelg Beach. It lays claim to being South Australia's biggest festival dedicated to ice cream, featuring a wide range of offerings from external traders while showcasing those offered year-round in store by Jetty Road traders.

Designed as a family-friendly, accessible community event celebrating the strong association between the beach, summer and ice cream, the Glenelg Ice Cream festival aims to offer something for every taste and dietary requirement.

Marketing for the event targets families headed by medium-high income 25–50-year-olds who are seeking to enjoy a shared experience on a summer evening. According to the market research conducted during the 2023 event, 66% of attendees were families. The event aims to target residents and businesses in the City of Holdfast Bay, particularly in Jetty Road, Glenelg. Aiming to engage in cultural, recreational, and economic activities, thereby fostering community pride and economic revitalisation.

In the lead up to the event, a PR agency was engaged to ensure maximum media impact across a range of platforms. The total media value of the coverage achieved was \$62,000, across digital, social media, print, TV and radio.

The event took place from 4.00pm to 10.00pm on 12 January 2024, with perfect 35-degree weather attracting a record crowd of at least 35,000 over the evening. Jetty Road from Colley Terrace to Gordon/Partridge Streets was activated, with a dedicated ice cream village at the eastern end of the street being popular with crowds. This area included 11 external traders (six more than 2023). External traders were charged a site fee for participating in the event.

There were 15 activations by Jetty Road traders along the street and one by Doughballs Pizza in Moseley Square. Fashion parades held at 6.00pm and 7.00pm in Chapel Plaza saw involvement from 10 Jetty Road traders (two more than last year), and reportedly the best attendance in years.

In response to feedback received to have more 'grab and go' food options, the Rotary Club of Glenelg ran a sausage sizzle as an affordable, quick food option. Over 50kg of sausages sourced from Jetty Road trader SA Gourmet Meats were sold, raising \$2,000 for the club.

Given families are a key target audience of the event, kids' activities were an essential part of the offering. These were run internally by council departments (City Activation, Youth Coordinator, Libraries) which were free to the community:

- A Kids Zone area with large outdoor games attracted over 500 kids and 300 adults with over 500 craft ice cream cones made.
- A scavenger hunt for kids to find components of an ice cream cone along the street, attracting over 200 entries.
- Silent Disco with bubble machine.
- A soft play zone that was externally operated had over 500 children engaged.

Economic Impact

According to Spendmapp, total local spend on the day of the 2024 event was \$4.74 million, 20% more than on the day of the 2023 event (Saturday 14 January 2023). Spending in the Dining and Entertainment category was 28% higher than in 2023.

Trader Feedback

A post-event survey was circulated among participating traders, with the majority of responses received from external (non-Jetty Road) traders that participated in the event. Overall traders were positive about their experience, with strong intention to participate in future events. Suggestions for improvement focused on expanding the event, hosting more vendors, and trading later into the evening.

Future Improvements

With strong attendance and positive feedback from patrons, there are no plans to significantly change the event design for next year. However, areas that will be considered for review include:

- Space to expand in future years, possibly into side streets
- Improvements to site operations and management
- Consider a slightly later start and finish times

Budget

The event was delivered within the \$80,000 budget allocation (\$40,000 from Jetty Road Mainstreet Committee and \$40,000 from Council's Events budget).

Life Cycle Costs

The budget allocation for this event in future years will be presented for approval as part of the annual budget planning process.

Strategic Plan

Innovation: economic and social vibrancy in a thriving environment

Council Policy

City of Holdfast Bay Events Strategy 2021-2025

Statutory Provisions

Not applicable

Written By: Manager City Activation

General Manager: Community and Business, Ms M Lock

Item No: 8.3

Subject: JETTY ROAD MAINSTREET COMMITTEE VACANCIES

Summary

The Jetty Road Mainstreet Committee (JRMC) comprises of up to 13 persons who are a mix of Jetty Road Mainstreet Precinct business owners, commercial property owners (nine persons) and Elected Members of Council (two persons) and, if the Committee wishes to do so, independent members (two persons).

Following the resignation of two trader representatives, there are two vacancies on the Committee. In line with section 7.11 of the Jetty Road Mainstreet Committee Terms of Reference, the Council shall, if it deems fit, appoint another person to the Committee on such terms as it seems fit.

This report seeks the appointment of a JRMC and Elected Member to the Selection Panel to fill the vacancies for the remainder of the current term to 31 March 2025.

Recommendation

That the Jetty Road Mainstreet Committee:

- 1. notes this report;**
 - 2. acknowledges the service of the outgoing JRMC members; and**
 - 3. endorses _____ and _____ to the Selection Panel in accordance with the JRMC Terms of Reference.**
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Background

The Jetty Road Mainstreet Committee (JRMC) comprises of up to 13 persons who are a mix of Jetty Road Mainstreet Precinct business owners, commercial property owners (nine persons) and Elected Members of Council (two persons) and, if the Committee wishes to do so, independent members (two persons).

In April and May, resignations were received from the following two committee members: Mr A Chhoy, Chatime and Ms S Smith, Royal Copenhagen Brighton and Glenelg.

Section 7.11 of the Jetty Road Mainstreet Committee Terms of Reference, states Council has the delegation to appoint members to fill the vacancies within the Committee on terms it deems fit. Following the call for nominations in February 2023 and Independent Members in February 2024, there were four trader nominations not appointed to the Committee. Three of these nominations have expressed interest in being considered for the vacant positions.

Refer Attachment 1

The Jetty Road Mainstreet Committee is established to advise Council on:

- Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors.
- Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- A consistent marketing and brand strategy for the Precinct Initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans.
- The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

Current Members to 31 March 2025 are:

- Ms Gilia Martin, Attitudes Boutique
- Mr Angus Warren, Beach Burrito Company
- Ms Bayley Millard, Yo-Chi
- Mr Antonio (Tony) Beatrice, Cibo Espresso Glenelg
- Mr Adoni Fotopoulos, Ikos Holdings Trust
- Mr Chris Morley, Echelon Studio – Architecture and Design
- Mr Damien Murphy, Glenelg Finance
- Ms Stacey Mills, Independent Member
- Mr Corey Brown, Independent Member
- Councillor Rebecca Abley
- Councillor Allison Kane

Report

In February 2023 business owners and owners of commercial property within the boundaries of the Jetty Road Glenelg mainstreet precinct who contribute to the separate rate levy were invited to nominate for a position on the Jetty Road Mainstreet Committee. In February 2024 this invitation was extended to Independent Members to fill the two independent positions as outlined in the Terms of Reference.

Following the two resignations, there are two Trader positions available for those people who are either a landlord or trader. Applications from the above two nomination periods will be considered to fill the two vacancies.

The term of appointment of all members of the JRMC will be subject to Section 41 of the *Local Government Act 1999*. The Terms of Reference of the Committee state that the positions held by either traders or landlords be appointed for a term not exceeding two years. The current term expires 31 March 2025.

Clause 8.2 of the Terms of Reference requires the Selection Panel (the Panel) to comprise a member of the JRMC, the Mayor, one Elected Member appointed to the Committee and the Chief Executive Officer of the Council. This report seeks the appointment of a JRMC member and Elected Member to the Panel.

The Panel will make an assessment of nominations in terms of the following criteria:

- Retail business experience
- Marketing and/or advertising experience
- Retail property management experience
- Experience as a member of board/s of management or Mainstreet Committee
- Availability to attend committee meetings

The Selection Panel will meet in early June to review the applications and make the recommendations to Council on the appointment of the committee members for consideration and appointment by the Council at their 25 June 2024 meeting.

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism
Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

Attachment 1



Jetty Road Mainstreet Committee Terms of Reference

Endorsed by Council at its meeting held 8 February 2022 minute reference C080222/2543

1. Background/Preamble

The Jetty Road Glenelg Precinct (“the Precinct”) is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year.

In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board (“the Board”) with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC) and later, to the Jetty Road Mainstreet Committee (JRMC).

2. Establishment

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*.

3. Objectives

The JRMC is established to advise Council on:

- 3.1 Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors.
- 3.2 Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- 3.3 A consistent marketing and brand strategy for the Precinct.
- 3.4 Initiatives required to operate the Precinct in accordance with the Council’s Strategic Management Plans.
- 3.5 The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

4. Purpose

The purpose of the JRMC is to:

- 4.1 Recommend a strategic management and financial plan for the Precinct for a period of at least four years for consideration and adoption by Council;
- 4.2 Promote the Precinct and to encourage its use by residents, visitors and the

Jetty Road Mainstreet Committee Terms of Reference

greater community in general;

- 4.3 To make recommendations to Council in relation to the maintenance and upgrade of the Precinct's existing infrastructure and physical appearance to ensure it is maintained to a high standard in keeping with a historic seaside village concept;
- 4.4 To recommend annually to Council a budget to support the performance of its activities and functions. Through regular reporting to Council on the JRMC's financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.

5. Code of Conduct

- 5.1 All members of the Jetty Road Mainstreet Committee are required to operate in accordance with Part 4 of the *Local Government Act 1999*, in that they are required at all times to:
 - 5.1.1 act honestly in the performance and discharge of official functions and duties;
 - 5.1.2 act with reasonable care and diligence;
 - 5.1.3 not make improper use of information or his or her position; and
 - 5.1.4 abide by the Elected Member Code of Conduct.
- 5.2 All members of the Committee will support as one the recommendations of the Committee and Council and will work with other members of the Committee and with employees of the City of Holdfast Bay in a respectful and professional manner at all times.
- 5.3 The JRMC is subject to compliance with all City of Holdfast Bay policies, plans and procedures.
- 5.4 The Conflict of Interest Provisions under the *Local Government Act 1999* shall apply to all members of the JRMC as if members of the JRMC were Members of Council.
- 5.5 The general duties contained in Section 62 of the *Local Government Act 1999* apply to all members of the JRMC as if members of the JRMC were members of Council.

6. Meetings

- 6.1 Meetings will be held at least once every 2 months.
- 6.2 All meetings of the JRMC shall held in a place open to the public except in special circumstances as defined by section 90 of the *Local Government Act 1999*.
- 6.3 A Notice of Meetings showing the meeting dates, times and locations will be prepared every 12 months and published on Council's web-site, and be displayed in a place or places determined by the CEO.
- 6.4 Meetings will not be held before 5:00pm unless the Committee resolves otherwise by a resolution supported by a two-thirds majority of members of the Committee.

Jetty Road Mainstreet Committee Terms of Reference

- 6.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Presiding Member or at least two members of the JRMC to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting.
- 6.6 Each notice of meeting, agenda and reports for each JRMC meeting shall be placed on the Council's website.
- 6.7 Members of the public have access to all documents relating to the JRMC unless prohibited by resolution of the Committee under the confidentiality provisions of section 91 of the *Local Government Act 1999*.

7. Membership

- 7.1 The Jetty Road Mainstreet Committee (JRMC) will consist of up to 13 persons with a maximum of 9 persons who are either landlords or traders in the precinct and are contributing to the separate rate.
- 7.2 The Jetty Road Mainstreet Committee may, if it wishes to do so, appoint up to 2 independent members, in addition to the 9 representatives from landlords and traders, who have relevant skills and experience which will benefit the committee without the requirement to be either landlords or traders in the precinct contributing to the separate rate.
- 7.3 The membership of the Committee will consist of two (2) Elected Members being Council members who are from either the Somerton or Glenelg wards. The Mayor shall attend one meeting of the Committee per quarter with no voting rights.
- 7.4 Members of the JRMC are appointed by the Council.
- 7.5 Elected Members and committee members are appointed for a term not exceeding 2 years. On expiry of their term, a member may be re-appointed by Council for a further two year term.
- 7.6 The JRMC may make recommendations to the Council regarding the reappointment of any member, at the expiration of the member's term of office and the reappointment is entirely at the discretion of council.
- 7.7 A JRMC Committee Member's office will become vacant if:
- 7.7.1 In the case of the Elected Members of the Council, appointed by the Council to the JRMC, the Elected Member ceasing to hold office as an Elected Member of the Council; and
- 7.7.2 In the case of the other Management Committee Members appointed in accordance with Clause 7.1:
- upon the Council removing that person from office; or
 - the member resigning their position from the JRMC.
 - upon the member no longer either landlords or traders in the precinct and are contributing to the separate rate.
- 7.8 If Council proposes to remove a Committee Member from the Committee, it must

Jetty Road Mainstreet Committee Terms of Reference

give written notice to the Committee Member of its intention to do so and provide that Member with the opportunity to be heard at an Executive Committee meeting, if that Committee Member so requests.

- 7.9 If any Committee Member is absent for three consecutive meetings of the JRMC without leave of the JRMC, the JRMC may recommend to the Council that it remove that Member from office and appoint another person as a Committee Member for the unexpired term.
- 7.10 The removal of a Committee Member and appointment of another Committee Member pursuant to this Clause shall be entirely at the Council's discretion.
- 7.11 In the event of a vacancy in the office of a Committee Member, the Council shall, if it deems fit, appoint another person as a Committee Member on such terms and conditions as it thinks fit.
- 7.12 Each Committee Member must participate in the Council orientation and induction program for Committee Members and must attend all education and training programs as required by the Council from time to time.

8. Method of Appointment of Committee Members

- 8.1 The method of appointment of the Committee Members will be as follows:
- 8.1.1 At the expiry of each committee member's term, if not eligible for reappointment, the Council will advertise the vacancies and seek nominations for the positions of the committee members of the JRMC.
- 8.1.2 The Council will call for nominations from either landlords or traders in the precinct and are contributing to the separate rate and will assess these nominations against the following criteria:
- Retail business experience
 - Marketing and/or advertising experience
 - Retail property management experience
 - Experience as a member of a Board of Management or similar governing body
 - Availability to attend meetings
- 8.1.3 If the committee recommends to Council that it believes that the committee would benefit from independent members appointed to the committee with specialist skills the Council would advertise for up to 2 independent members who had skills/experience in the following areas:
- Tourism
 - Events
 - Marketing
 - Food and Dining
 - Economic Development
 - Property Development
 - Investment Attraction
 - Urban Planning and Design

Jetty Road Mainstreet Committee Terms of Reference

- 8.2 The selection panel will comprise of a member of the JRMC, the Mayor, one elected member appointed to the committee and the Chief Executive Officer of the Council. Which elected member will be mutually agreed by the two Elected Members on the committee. In the event that the two members cannot agree, the Mayor will decide.
- 8.3 The selection panel will make a recommendation to Council as to the appointment of the committee members for consideration and appointment by the Council.

9. Office Bearers

- 9.1 At the first meeting of the JRMC in every second financial year, the JRMC shall appoint, for a bi-annual term, a Presiding Member and a Deputy Presiding Member from amongst the Committee Members. The Presiding Member of the Committee is the committee's official spokesperson.
- 9.2 The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected or Independent Members of the City of Holdfast Bay.
- 9.3 The Deputy Presiding Member will act in the absence of the Presiding Member and if both are absent from a meeting of the JRMC, the Committee members will choose a Committee Member from those present, who are not Elected Members of the City of Holdfast Bay, to preside at the meeting as the Acting Presiding Member.

10. Voting Rights

- 10.1 All members have equal voting rights.
- 10.2 All decisions of the JRMC shall be made on the basis of a majority decision of the JRMC members present.
- 10.3 Unless required by legislation not to vote, each member must vote on every matter which is before the JRMC for decision.
- 10.4 The Presiding Member has a deliberative vote, and in the event of an equality of votes has a casting vote.

11. Meeting Procedures

- 11.1 Meetings of the JRMC will be conducted in accordance with the *Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, these Terms of Reference and any applicable Code of Practice adopted by the Council.
- 11.2 In so far as *the Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, the Council's Code of Practice – Procedures at Meetings as applicable to the JRMC and the Terms of Reference does not specify a procedure to be observed in relation to the conduct of a meeting of the JRMC, then the JRMC may determine its own procedure.
- 11.3 If a member of the JRMC is unable to attend a meeting, they may participate in the meeting by telephone or video conference, in accordance with any procedures prescribed by the regulation or determined by the council under section 89 LG Act and

Jetty Road Mainstreet Committee Terms of Reference

provided that any members of the public attending the meeting can hear the discussion between all committee members.

- 11.4 The decision of the person presiding at the meeting of the Committee in relation to the interpretation and application of meeting procedures is final and binding on the Committee.
- 11.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Chair or at least two members of the JRMCM to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting. All Members must be given at least four hours' notice of a special meeting.
- 11.6 All decisions of the JRMCM shall be made on the basis of a majority of the members present in person or via provisions in 11.3.
- 11.7 The presiding member has the right to refuse a motion without notice if he/she thinks that the matter should be considered by way of a written notice of motion, or if he/she believes the motion is vexatious, frivolous or outside of the scope of the Committee.
- 11.8 The presiding member has the right to end debate if he/she believes that the matter has been canvassed sufficiently, taking into account the Guiding Principles of the *Local Government (Procedures at Meetings Regulations) 1999*.

12. Quorum

- 12.1 A quorum will be half of the Committee plus one, ignoring any fractions. No business can be transacted at a meeting of the JRMCM unless a quorum is present

13. Minutes of Meetings

- 13.1 Minutes of the JRMCM meetings will be placed on Council's website and a copy provided to all Council and JRMCM members within 5 days of a meeting of the JRMCM.
- 13.2 Minutes of the JRMCM meetings will be presented to the next meeting of the Council for their information and endorsement.
- 13.3 Where necessary the minutes of JRMCM will include commentary relevant to the decisions made by the committee. This is not a verbatim record of the meeting.

14. Financial Management

- 14.1 The JRMCM financial records will be maintained by the council.
- 14.2 The JRMCM will present to the Council for its consideration and adoption, a proposed annual budget for its activities for the ensuing financial year within the timeframes established by Council for its annual budget preparation cycle.
- 14.3 The financial year shall be from 1 July to 30 June in the following year.

15. Reporting Requirements

Jetty Road Mainstreet Committee Terms of Reference

- 15.1 The JRMC will prepare a quarterly report to Council on the activities of the Committee reporting on in particular:
- Strategy – the adopted strategic management and financial plan for the Precinct including stakeholder engagement and resources
 - Promotion – promotional activities undertaken to promote their precinct, attendances of residents and visitors
 - Jetty Road Master Plan – provide recommendations to Council in relation to the upgrade of the Precinct’s existing infrastructure and physical appearance aligned with the Jetty Road Master Plan.
 - Financial Performance - financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.
- 15.2 The JRMC shall at least once per year, review its own performance, terms of reference and membership and provide a report to council including any recommended changes.
- 15.3 The JRMC presiding member will report to council annually summarizing the activities of the JRMC during the previous financial year.
- 15.4 The JRMC will provide a report for inclusion in the Council’s Annual Report on the outcomes of the annual performance review.

16. Secretariat and Support

- 16.1 The Council will employ and manage appropriate Administrative staff¹ to assist the Committee to meet its objectives.
- 16.2 The Chief Executive Officer will ensure that the JRMC has access to reasonable administrative resources in order to carry out its duties.
- 16.3 All workplace equipment and facilities are provided by the Council.
- 16.4 The members of the JRMC will be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

17. Roles and Responsibilities

- 17.1 Chair
- To provide leadership to the Committee.
 - To act as the presiding member at all meetings of the Committee, ensuring that the meeting is conducted in a proper and orderly manner, complying with the requirements of the Local Government Act 1999 and the Local Government (Procedures at Meetings Regulations) 1999.
 - To act as the principal spokesperson of the Committee in accordance with Council’s media policy.
 - To act as the Committee’s primary contact with the Administrative staff.

¹ Funded from the separate rate

Jetty Road Mainstreet Committee Terms of Reference

- To regularly liaise with Council Administrative staff in relation to the work of the Committee.
- To provide feedback on Council Administrative staff performance, as required. (The Committee will have the opportunity to provide comment and feedback on staff performance as part of the six monthly City of Holdfast Bay Performance Development Review process. However, any feedback from individual Committee members regarding staff performance must be provided through the Chair).

17.2 Deputy Chair

In the absence of the Chair, to fulfil the role of the Chair.

17.3 Committee Members

- To attend all meetings of the Committee as practical.
- To make recommendations to Council in a fair and impartial manner, and which are within the scope of the Committee.
- To declare any conflict of interest and act appropriately in respect of that conflict.
- To listen to alternate views and act respectfully to other Committee Members.
- Committee Members have no role in directing Administrative staff of the Council.

17.4 Administration

- To refer recommendations of the Committee to Council.
- To provide secretariat and administrative support to the functions of the Committee.
- To ensure that meetings of the Committee occur as scheduled and that members are provided with information in a timely manner.
- To liaise between the Committee and the Jetty Road Traders on matters relevant to the Committee.
- The Coordinator, Jetty Road Development is the principal point of contact between the Committee, through the Chair, and Administration.

Item No: 8.4

Subject: **MARKETING UPDATE**

Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2023-24 Marketing Plan.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee aligned to the 2023-24 Marketing Plan.

Report

Jetty Road LOCAL Magazine – Winter Edition

At the time of writing this report, the winter edition of the Jetty Road LOCAL Magazine had gone to print with delivery expected the first week of June. The Winter Warmers are again a sought after inclusion with businesses enquiring into when vouchers will be available.

The Magazine launch will be supported with a marketing campaign with all stories in the magazine used across Jetty Road digital platforms.



Glenelg Winter Arts Festival

Planning is underway for the Glenelg Winter Arts Festival. While Gluttony Food and Wine Pty Ltd (Gluttony) manages the marketing of the festival, the Jetty Road Development Coordinator is working close with the Gluttony team to further promote the Jetty Road precinct and pre- and post-show experiences.

The campaign will include:

- Trader offers
- Dedicated social media campaign
- Advertising within Gluttony platforms and emails
- Website campaign
- Collateral within the Jetty Road precinct

Consumer News

- Friday 3 May 2024 (resent Monday 8 May), promoting Mother's Day on Jetty Road Glenelg. It was emailed to 10,306 subscribers, with an open rate of 58% (6,067 opens and 378 clicks).
- Friday 24 May 2024 (resent Sunday 26 May), promotion the Glenelg Winter Arts Festival. It was emailed to 10,406 subscribers, with an open rate of 35% (3,593 opens and 185 clicks)

Trader News

- Wednesday 24 April 2024 was emailed to 411 recipients with a 56% open rate. The content focused on the Annual Business Plan and Transforming Jetty Road Survey.
- Friday 10 May 2024 was emailed to 411 recipients with a 49.5% open rate. The content focused on the Glenelg Winter Arts Festival, Tourism Industry Council SA (TICSA) Conference and training opportunities.

Website

21 April – 20 May 2024:

- Increased traffic from social media and Consumer Newsletter due to Mother's Day.
Refer Attachment 1

Social Media

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 April – 20 May 2024.

Facebook – 21 April – 20 May 2024

	21 January– 20 February	21 February– 20 April	21 April – 20 May
Page Followers	32,933	33,179	33,211
Posts	32	48	19

Instagram – 21 April – 20 May 2024

	21 January– 20 February	21 February– 20 April	21 April – 20 May
Followers	20,851	21,060	21,176
Posts	32 posts 128 Stories	48 posts 246 Stories 6 Reels	16 posts 109 Stories 5 Reels

Social Media posting is supported by a paid advertising campaign.

Budget

The JRMC allocated \$282,445 towards implementing the 2023-24 Marketing Plan of which \$150,398 has been expended as of 30 April 2024.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism
Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

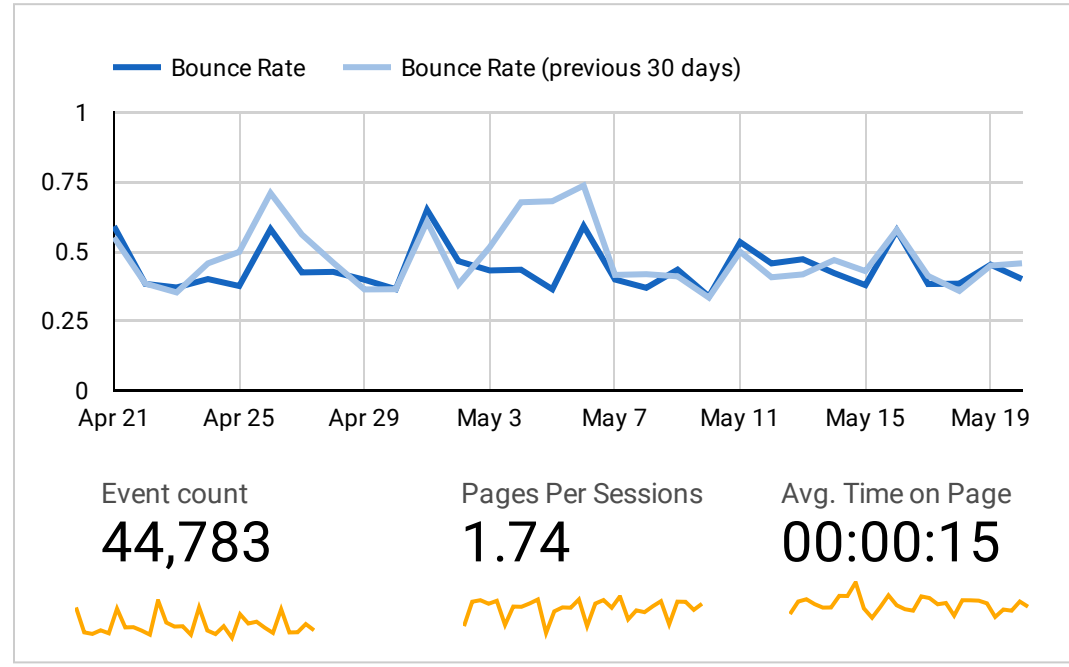
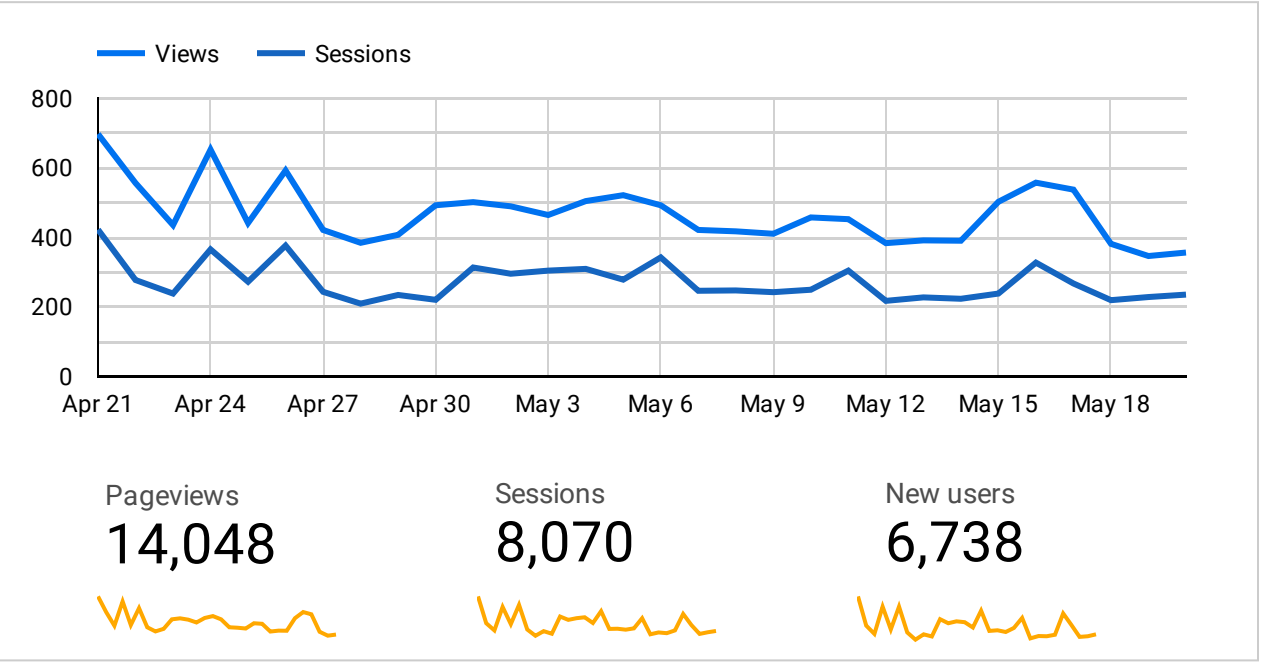
Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

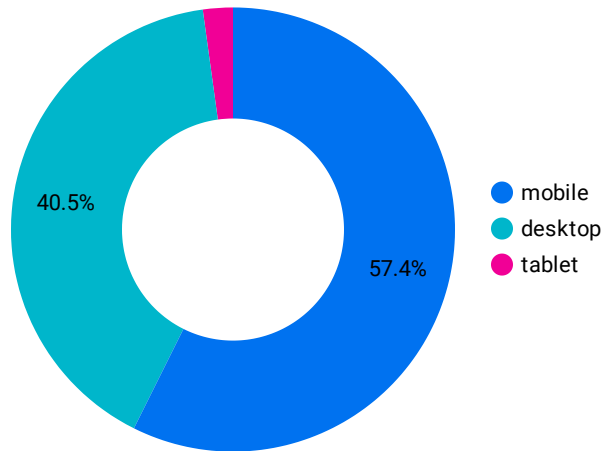
Attachment 1

Apr 21, 2024 - May 20, 2024

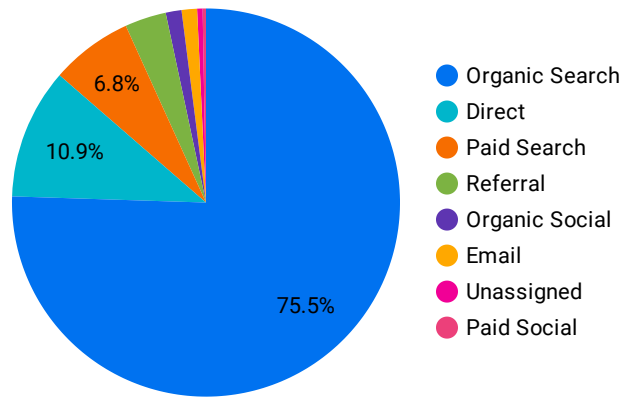
Overview of your customers behaviors



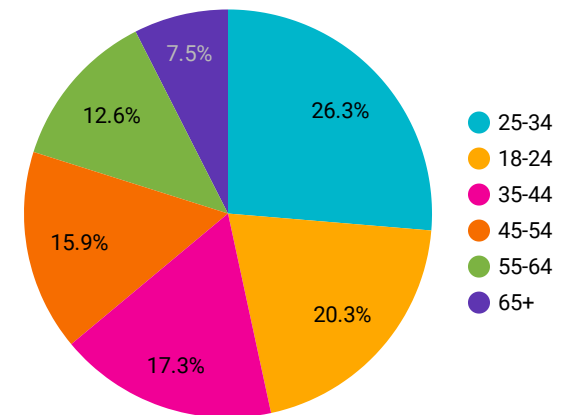
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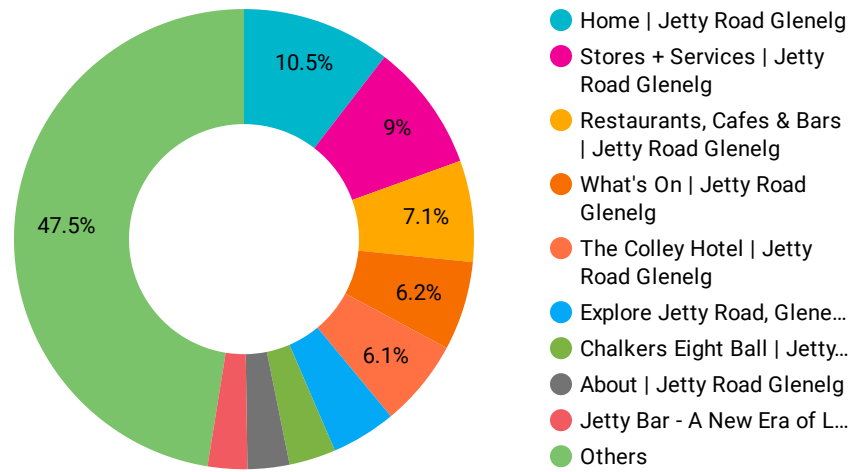
Website Traffic Source



Who is visiting your site?

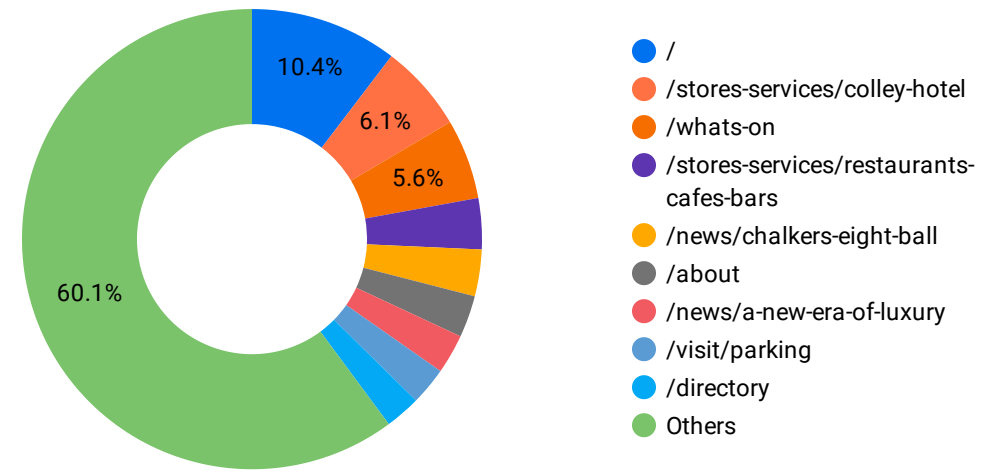


Most popular pages with title breakdown



Page title	Pageviews
Home Jetty Road Glenelg	1,288
Stores + Services Jetty Road Glenelg	1,109
Restaurants, Cafes & Bars Jetty Road Glenelg	876
What's On Jetty Road Glenelg	768
The Colley Hotel Jetty Road Glenelg	756
Explore Jetty Road, Glenelg Jetty Road Glenelg	561
Chalkers Eight Ball Jetty Road Glenelg	404
About Jetty Road Glenelg	362
Jetty Bar - A New Era of Luxury Jetty Road Glenelg	342
Where to Park Jetty Road Glenelg	326

Which page is the most popular?



Page path + query string	Pageviews
/	1,276
/stores-services/colley-hotel	756
/whats-on	692
/stores-services/restaurants-cafes-bars	441
/news/chalkers-eight-ball	404
/about	362
/news/a-new-era-of-luxury	342
/visit/parking	326
/directory	307
/visit	262

Item No: 8.5
Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 30 April 2024.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee (JRMC) has been established to undertake work to benefit the traders on Jetty Road Glenelg, using the separate rate raised for this purpose.

An annual budget is endorsed by Council each year. Expenditure is monitored against the budget each month to ensure that all expenditure and income is within approved parameters.

Report

The 2023-24 Jetty Road Mainstreet budget for April has been delivered on track.

Refer Attachment 1

The budget variances are:

- **Event Management:**
This budget variance is aligned to the Landlord Lunch and Trader Networking event which will be held in June and July respectively.
- **Jetty Road Plan:**
The new Jetty Road Plan will align with the City of Holdfast Bay Economic Development Strategy which is due to go out to community consultation in coming months. This Plan will replace the Jetty Road Retail Strategy in the 2024-25 financial year.
- **Publications:**
Invoices for the winter publication will be paid in June.

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism
Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

Attachment 1

INCOME & EXPENDITURE STATEMENT 30 APRIL 2024

	Annual Budget	YTD Budget	YTD Actuals	Variance	2021/22 Actuals	2022/23 Actuals
Revenue						
General Rates Raised	660,245	660,245	660,238	(7)	598,469	617,629
Gift Card Income	-	-	-	-	4,585	-
Other Income	20,000	20,000	1,014	(18,986)	14,469	18,064
	680,245	680,245	661,252	(18,993)	617,523	635,693
Expenses						
Employee Costs	221,205	180,670	179,704	966	216,716	178,067
Sponsorships	45,000	45,000	40,595	4,405	25,030	25,855
Event Management	28,500	28,500	2,345	26,155	3,778	24,943
Retail Strategy Implementation	15,000	10,000	-	10,000	-	-
Christmas Decorations	-	-	-	-	10,000	-
Food & Drink	2,500	2,318	1,456	861	292	1,734
Directory Board	-	-	-	-	655	-
Donations	-	-	-	-	-	-
Lighting	15,000	15,000	9,678	5,322	19,363	4,742
COVID-19 Related Expenditure	-	-	-	-	22,125	-
Gift Card Expenditure	3,000	2,439	3,105	(666)	9,756	6,191
Other Expenditure	3,000	1,500	1,293	207	747	698
Professional Services	5,000	4,000	8,061	(4,061)	39,697	47,258
Marketing						
Signage	12,000	12,000	12,000	-	22,975	27,500
Public Relations	80,000	33,000	31,448	1,552	27,082	22,096
Publications	60,000	40,000	35,355	4,645	70,995	77,724
Advertising	43,000	19,000	17,016	1,984	10,176	5,359
Promotions	45,000	30,000	25,554	4,446	67,741	35,566
Marketing Contingency	42,445	32,000	29,025	2,975	22,754	15,378
Events and Activations						
Pro Hustle Basketball	-	-	-	-	15,000	-
Co-funded Events						
Winter Activation	75,000	75,000	75,000	-	44,304	40,088
Summer Activation	50,000	50,000	40,000	10,000	-	50,000
Seafood Festival	50,000	50,000	50,000	-	-	-
Spring Street Party	-	-	-	-	30,000	50,000
March Activation	-	-	-	-	30,000	-
	795,650	630,426	561,635	68,792	689,186	613,197
Net Profit/(Loss)*	(115,405)	49,819	99,617	49,799	(71,663)	22,496

*Annual Budget includes carry forward amount from 2022/23 of \$115,405

INCOME & EXPENDITURE STATEMENT 30 APRIL 2024

		Annual Budget	YTD Budget	YTD Actuals	Variance	2021/22 Actuals	2022/23 Actuals
Expenses							
Marketing							
Signage	Tram Wrap & Out of precinct signage	12,000	12,000	12,000	-	22,975	27,500
	PR, Blogs and Consumer News, be Local						
Public Relations	Campaign, photoshoot	80,000	33,000	31,448	1,552	27,082	22,096
Publications	JR LOCAL Magazine	60,000	40,000	35,355	4,645	70,995	77,724
	Social Media advertsing, Website, Google						
Advertising	Adwords, YouTube advertising	43,000	19,000	17,016	1,984	10,176	5,359
	Shopping campaigns including Shopback and						
Promotions	winter campaign	45,000	30,000	25,554	4,446	67,741	35,566
Marketing Contingency	Marketing contingency including brand roll out	42,445	32,000	29,025	2,975	22,754	15,378
		282,445	166,000	150,398	15,602	221,723	183,622

*Annual Budget includes carry forward amount from 2022/23 of \$115,405