

## ELSTERNWICK MAINSTREET COMMITTEE

EMC AGM MINUTES

26 October 6.30pm 2017

1. Welcome address by Peter Karas

Apologies -

- Anne Harding, Frances Patterson, Geoff & Di Blore Juanita Kelly

- 27 members and guests present

2. Confirm 2016 AGM minutes moved NE second GS

3. Alex Francis – details of the NEW special rate agreement

effective for the next 7 years. Area for EMC has increased and now extends to Brighton Rd.

4. Chairs report

A busy year for the steering committee [explain steering committee]

New special rate agreement now EMC encompasses almost double the area extending all the way to Nepean highway. Thanks to Peter McNabb who worked very hard as well as GEC for accepting the new area. Now there are about 200 Traders in the precinct, so collectively it's a very large business worth 10's of millions of \$'s

Committee went through a great deal of change in the last year.

Juanita left as chair and resigned from committee. Also our coordinator

Andrea Turner resigned for personal reasons, she left us

in April. Her role has not yet been refilled – this is due to the need

to understand Councils requirements for committee to allow the

role to be defined. Committee is still awaiting the final agreement,

which Alex has described earlier.

Juanita and Andrea did an excellent job in creating the precinct's new identity, web site and coming up with the name Elsternwick Village.

The chair's Role was left vacant for several months until July when Ken Mackie and I stood as chair and deputy. So I've only been at it a couple of months.

As we currently have such a small committee it is difficult to manage such a large endeavour as EMC. Therefore, I cannot empathise enough the need to have the maximum number of members, 9 people all working effectively in the best interest of the Elsternwick Village traders. Can I say you can still nominate its never too late!!

We did have quite a few traders attend monthly meetings as guests. Which is great as they can see first hand what happens and have some input too. I encourage anyone who has not been to a monthly meeting to attend. 2<sup>nd</sup> Tuesday every month, here at the RSL.

The increase in area of EMC lead us to create a new traders welcome pack – all should have received one – show – if not we have a few here tonight.

The Pack includes information about EMC, forms to join and provide information for the new EMC web site, which lists all traders as well as providing details about the business and all links to their websites, social media etc. – to speak more about web site in marketing report.

Before commencing my report on marketing I would like to announce that I will not be standing for election as an officer and will also leave the steering committee after tonight's meeting.

The reason is we have a small business, which is growing, and we are now adding new elements to our business. I do not have the time available to be able to do the job required in an effective way. I would like to thank the Steering Committee for their support and assistance.

Also thanks to Ken Mackie who recently left c'tee due to mounting work pressures, thank you, ken's insight into media was extremely helpful.

James from Assemblo [marketing co] I have enjoyed working with you – your enthusiasm is always appreciated and original ideas and concepts are always welcome. I'm sure that Assemblo will be very able to continue to work with EMC in the future.

Julie our bookkeeper – timely and accurate – excellent advice – always prompt to reply to a question, just fantastic.

Alex from council also very helpful, knowledgeable and always ensures that committee was following correct process along the way. Assistance and answers to my questions always appreciated.

Also thank you to other members of Council including Mary Delahunty [major] and Rebecca McKenzie [ceo] for providing feedback and information when it was required.

So the marketing report

My idea is simple in theory – Elsternwick Village has an annual planned events calendar. Which community and traders look forward to each year. Less events with more “bang” in each of them. This template can then be modified and adapted as required.

The main events should incorporate some existing and some new.

- February – a street sale event

- Easter
- Mother's Day
- Mid year – winter festival – something like a festival of lights on the amazing architecture of the buildings in Glen Huntly Road which is a very unique feature of our shopping centre
- Spring Racing carnival
- Christmas

We have allocated funds in the current budget for these and I hope the new committee will take this on board. As I feel every shopping centre needs an event it owns and brings people to it. Not just local but from all over Melbourne

I have a brief presentation, which shows some of what we did in the last year. Including:

- Last year's Christmas and Family fun day – this year plan to incorporate into one event
- Rotary working artists in the street
- This year - Easter
- Mothers day – photo wall
- The Block
- Spring Carnival – race ready focus on EV having everything you need to get race ready for going to or entertaining at home
- Local press advertising
- Regular articles about EV traders by types and areas of interest appearing on our web site and also emailed in newsletters to our growing data base. Our new web site, has great tools for all traders to be able to post their activities. Please make use of this feature. We know that the public is using the web site, which has about 5,000 visits a

month and many searches for local businesses, products and services!

- Social media Facebook and Instagram – consistent and regular posting of relevant content which engages with our followers and creates interest in Elsternwick Village

- Our new traders pack.

So, coming up is our Christmas event, which is scheduled to start on Wednesday 6<sup>th</sup> December with main activation on the weekend of 9<sup>th</sup> December. Assemblo have prepared a detailed plan, which includes plenty of street activity throughout Glenhuntly road. Of course there will be Santa, as well as balloonists, face painters, and musicians. The event will culminate with a jazz band playing at Elsternwick plaza from 5 – 9 pm. Final details are to be agreed at next emc meeting.

So the future for EV looks exciting and I feel it will bring benefits to all traders in the precinct as long as they support the activity too!

5. Treasures report – Noel Erlich, Rates now total \$205K per year

6. Election of Officers and Ordinary members - Geoff Szwarcbard

Nominations from Sue Szwarcbard vice chair Noel Erlich treasurer Geoff Szwarcbard secretary Ann Harding & Nadine Levitan committee

as number of applicants was less than positions available they were declared duly elected. As chair was still vacant Daniel Eustace offered to fill this role. This was accepted by all the committee. This fulfilled EMC obligation for council funding.

7. General business

8. Close meeting 7.45pm

