

Economic Recovery Committee

Minutes



Attendees	<p>Jacqui Weatherill - Stonnington CEO (Chair)</p> <p>Katie Allen MP - Federal Member for Higgins</p> <p>Dan Nicholls – Regional Development Australia - Melbourne Precincts & Suburbs</p> <p>Andy Simpson – Director Bounce Audio</p> <p>Dante Peel – Consultant</p> <p>Linda Mellors – Regis Aged Care</p> <p>Andy Dinan – MARS Gallery</p> <p>Nancy Collins – Swinburne University</p>	<p>Rowina Thomas – Owner of Lyall Hotel & Spa</p> <p>Stef Dadon – Cofounder & CEO, Twoobs Shoes</p> <p>Simon Ward – Prahran Market</p> <p>Justin O'Donnell – CSPA President / Print Express</p> <p>Omid Master – HSABA President / Masters Persion Carpets</p> <p>Kate Perlstein – GRMBA President / Orthotics Plus</p> <p>Phillip Pease – Office of Katie Allen MP</p>
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Staff	<p>Chris Balfour – Acting Director Planning & Place</p> <p>Cath Harrod – Director COVID-19 Response</p> <p>Sean Ross – Acting Manager COVID-19 Response</p> <p>Ashlee Harris – Executive Assistant to the Director Planning & Place (Minutes)</p>
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Apologies	<p>Joey Scandizzo – Owner of Joey Scandizzo Salon</p> <p>Michael Whitehead – Vicinity Centres</p> <p>Zelman Ainsworth – CBRE Advisory & Transaction Services, Investor Leasing</p> <p>Tommy McIntosh – Creative Director, Tommy Collins.</p> <p>Ian Sharp – TRSYBA President / Ian Sharp Jewellery Craftsmanship</p> <p>Tony Fialides – TVTA President / IMP Jewellery</p>
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Date / Time Thursday 19 November 2020, 9-10am

Location Zoom Meeting

No	Notes	Actions
1.	<p>Welcome from City of Stonnington, outline expectations and ambitions for meeting</p> <ul style="list-style-type: none"> Acknowledgement of land. Welcome to the group, thank you for attending and for the great work in stimulating the thinking of Council. This meeting is a combination of the Economic Recovery Committee and Precinct Association Presidents meeting. <p>Since the group last met</p> <ul style="list-style-type: none"> Victoria has moved through two steps of the re-opening timeline with a third imminent. Victoria is close to three weeks of no new COVID-19 cases. <p>Organisation changes</p> <ul style="list-style-type: none"> The new Councillors have been sworn in and are currently progressing through induction. <ul style="list-style-type: none"> Cr Jami Klisaris (returning), East Ward 	

	<ul style="list-style-type: none"> ○ Cr Alexander Lew, East Ward ○ Cr Polly Morgan, East Ward ○ Cr Marcia Griffin (returning), North Ward ○ Cr Kate Hely, North Ward ○ Cr Matthew Koce (returning), North Ward ○ Cr Nicki Batagol, South Ward ○ Cr Mike Scott, South Ward ○ Cr Melina Sehr (returning) South Ward ● Recent organisational changes have occurred. To help ensure that Council is well positioned for the recovery and thriving process two new roles have been established: <ul style="list-style-type: none"> ○ Manager of Destination and Jobs ○ Manager Digital and Marketing ● Both these roles will capitalise on the work of this committee to provide recommendations and advice on how we deliver effective marketing and tourism strategies. ● Council is also embedding a new Chief of Staff role to work with key stakeholders and drive better advocacy. ● Stuart Draffin resigned from his role as Director Planning and Place and Chris Balfour is acting Director. 	
<p>2.</p>	<p>Report from Prahran Market and summer direction</p> <ul style="list-style-type: none"> ● The biggest challenge for the Prahran Market (the Market) over the Stage 4 period was uncertainty in terms of how long lockdown would continue. As they are an essential service they were allowed to remain open. The interpretation of laws also added to some uncertainty. ● As restrictions eased, food demand grew higher than the same time last year. ● One business closure as a result of other commitments of the business. The Market is currently looking to re-let the space. ● Introduced dedicated dining (70 seats) within the Market Square. Two additional spaces are also proposed. ● More common seating to be introduced closer to those tenancies providing food. ● Ahead of summer, caps on patron numbers is the biggest challenge, particularly in the lead up to Christmas. In addition, the Market are looking to roll out an entertainment program, as well as working on a pop up area on the Elizabeth Street car park rooftop which will provide opportunities for other local businesses too. ● The Market uses evaporative air conditioning. It was suggested that an engineer be engaged to review how to increase air flow / ventilation within the facility. ● Investigating night market events, however the difficulty is integrating these activities into the space around the market as well as traders who may not wish to remain open due to early start times. 	<p>City of Stonnington and Prahran Market to investigate ventilation to improve potential to operate in future restrictions.</p>
<p>3.</p>	<p>CoS response to action items from last meeting</p> <ul style="list-style-type: none"> ● <i>Movement and economic data update</i> Council continues to monitor the municipality. Chapel Street footpath traffic has increased following the easing of restrictions. Looking to enhance cameras across other shopping precincts. Google Maps and Apple Maps are assisting where Council doesn't have its own cameras. Also watching PTV data. 	<p>Chris Balfour to share scorecard and the economic data.</p>

	<p>New active wear shop in High Street. 24 new shops in Chapel Street. People are spending more time in retail and recreation facilities since the end of lockdown.</p> <ul style="list-style-type: none"> • <i>Outdoor dining update</i> Close to 50 roadside dining installations approved and installed. Close to 70 footpath trading extensions issued and 50+ new footpath trading permits issued. Estimate this to be around 700 additional tables of outdoor dining space. • <i>Street closures</i> On street dining at Greville Street Prahran (from 23 Oct) and Beatty Avenue Armadale (from 27 Nov). Starting to receive EOIs for larger temporary closures. Footpath pads to be used to track foot traffic. Looking into pop up park concepts in South Yarra and Malvern. Fitness industry also supported via a pop up rooftop gym at the Jam Factory. Environmental Health Team conducting walks of precincts and responding to businesses to provide education and support. • <i>Liquor accord and NYE plans</i> Meeting with Liquor Accord group this evening to talk through reopening and challenges. 	
<p>4.</p>	<p>CoS update on activation plans for summer</p> <ul style="list-style-type: none"> • Activation plans include free, family friendly, accessible experiences that building on the success of our usual program. • Revised calendar for rest of year and majority of next year focusing on outdoor activation. • Event data for usual events indicate we attract high level of visitation. Focused on this for new program. • Programs include: <ul style="list-style-type: none"> ○ Lighting on Prahran Market to compliment activities there. ○ Installations (temp) to draw and connect people across the municipality (CoS). ○ Installations with day time and night time concepts. ○ Hero the uniqueness of Stonnington and encouraging people to spend time in Stonnington. ○ 400 people participating in Multiply in Prahran Square. ○ Robot Space Land is a larger than life series proposed for Stonnington (Victorian first). Tallest 'ecobot' is 16m tall. Aiming for mid Jan install and keep until end Jan. ○ April/May move into more installations that have illumination and then revert to business as usual program following that. 	
<p>5.</p>	<p>Initial response to winding back of restrictions from the Committee</p> <ul style="list-style-type: none"> • Justin O'Donnell – As soon as restrictions eased streets started getting back to life. Positivity from business owners for a strong summer. Trading moving into car parks is starting to fill up. A lot of new businesses opening. • Stef Dadon – no physical space at the moment, but strong online. Re-launched with a new sustainable direction and used COVID to pivot business. Sales are now at an all-time high. Consumers are craving value driven products and sustainable products. • Rowina Thomas – The Lyal is currently closed for normal 5 star operations, however relaunched the bar for Thurs to Sun nights. Taking accommodation on apartment basis. Seeing interest from 	<p>Businesses to provide ideas for further activation for the community in addition to things Council could plan for 2021.</p> <p>CoS to provide update on</p>

	<p>regional Victoria and those from Sydney. Spa currently closed but demand is high.</p> <ul style="list-style-type: none"> • Andy Dinan – Large numbers of visitors. Concern around the number of intoxicated people that have emerged in the car park behind the business from Chapel Street. • Andy Simpson – Online sales have reduced since reopening. Moving into a new tenancy on Chapel Street near Elizabeth Street allowing their warehouse to be closed. A lot of venues are now using outdoor areas so sound and lighting is required. Spoke to Alison Leach regarding Stonnington events. The business heavily invested in new equipment at the end of 2019, so looking forward to using it. • Linda Mellors – Things are picking up in Victoria. The national office is still closed (located on the corner of Dandenong and Glenferrie Roads) which would normally house 700 staff resulting in those staff not shopping on Glenferrie Road. Hospitals are starting to fill. As people go back to work they can't accommodate family care at home. • Omid Masters – High Street Armadale is thriving. Style Runner has had a line out the front of the shop for its first two weekends of trading. • Kate Perlstein – Glenferrie Road is doing really well. Businesses motivated by seeing people in the street. Sent welcome packs to businesses reopening. Running the program Malvern Keeper, which is distributing funds from business to business. • Nancy Collins – starting to engage with the Government regarding the Prahran Campus (leased by Melbourne Polytechnic until end of 2021) and possible uses for the site. • Katie Allen MP – Businesses are pleased with the waiver of street trading licence fees. Businesses have pivoted and are keen to try new innovations. JobKeeper is going through changes. The instant asset write off is being taken up by businesses. Concerns from businesses regarding negotiating rent. Landlords are feeling sandwiched between banks and tenants. The situation in South Australia is causing concern. <p>CoS - Feedback from businesses has allowed Council to be on the front foot and be agile for businesses. Council is interested in opportunities to discuss these matters with Councillors.</p> <p>Businesses are seeking an overview of where Council initiatives are at, what is still to come and the proposed tourism campaign; as well as a focus on daytime to nighttime transitions for the shopping precincts.</p>	<p>where initiatives are at, what is still to come and outline plans for a tourism strategy.</p>
<p>6.</p>	<p>Role of ERC and Presidents meetings going forward Not discussed.</p>	<p>CoS to undertake a questionnaire to ensure this meeting and group is effective going forward.</p>
<p>7.</p>	<p>Thank you and close</p>	
<p>Next Meeting: TBA</p>		