



Fairfield Traders Association Meeting

Tuesday, 16th July, 2019
Three Locals, 127 Station Street, Fairfield
6.00 pm

Attendees: Brad Philips (Erinbank), Nick Savvas (Three Locals), Richard Speight (Fairfield Books), George Kalpakis (Brazen Brownies), Andrew Panayi (Harvest Bar), Frank Molinaro (MODA in Fashion), Nick Pignataro (Mamma Says), David Crowley (Home and Haven Manchester), Theo Petropoulos (Three Locals), Jordan Karaginnidis (Biviano's), Brodie Butler-Robey & Wendy Dinning (Darebin City Council), Anna Henderson & Yvette Standfield (Marketing Coordinators)

1. **Apologies** Heather Dyer (Fairfield Books), Mona Kalamouni (Flour & Salt)
2. **Minutes of the last meeting.** A Henderson tabled the minutes of the last meeting held on 17th June, 2019. Proposed by Jordan Karaginnidis, seconded F Molinaro.
3. **Actions arising from the last meeting :-**
 - **Darebin Graffiti Grant** – J Karaginnidis advised that letter was send by D Biviano advising use of the proposed wall. Coordinators and Council to proceed with grant application.

Actions: Coordinators to work with Council on graffiti grant

4. **Council Update**

Fairfield Village Master Plan - This financial year, Council has allocated money to specific transport projects in the Fairfield Village precinct (listed below). Officers are currently reviewing what can be provided within existing budgets. Once this has been provided to Council, we will be able to update you with further details.

Transport projects

Plans are currently being developed for these projects and will need VicRoads approval before we can share these with the community.

- Station Street east-west island for pedestrian crossings.
- Wingrove/Gillies Streets new street lighting at the pedestrian crossing.
- Railway Place improvements include a raised crossing at the underpass and a zebra crossing at Arthur Street.

F Molinaro noted that the Traders Association will not support the introduction of a bike line on Station St.

Parking sensors - \$400K was allocated in the 2019/20 budget where will this be implemented

Council adopted its 2019-20 budget on 24 June 2019. Included in the budget is \$350,000 (revised down from the \$400,000 proposed in the draft budget after the withdrawal of the Parking Strategy) which will be allocated to exploring and identifying new parking technologies. The use of new technologies has the potential to help make it easier for residents to find parks, as well as helping Council manage signage, and line marking. The work is not intended to look at paid parking and locations are yet to be confirmed.

FIDO UPDATE - Below is a list works completed to FIDO & Operational features are:

- Timber restoration completed (repaired / replace rotten panels) sealed top external timber with a water proof membrane.
- Cleaned and removed rubbish/ leaves etc internally. Installed termite traps (x2).
- Electrical components, new actuators have been installed for the ear operation, New LED lights to act as the eyes, new motor and pulley mechanism that will operate FIDO's tail, which also incorporates the use of original chain and counter weight system for tail operation.
- New water proof speakers and upgrade of electrical wiring with RCD protection. System operate via a new PLC (Logic Controller) which will operate and activate ear, tail operation and audio etc.
- Audio will be short intervals, (dog barking, bird noises and cutting sawing hammering sounds (workmen) seaside audio.
- Ear operation could be alternative positions or same position (all the way forward or all the back or centre.)
- Tail operation will commence every 2 mins and run time will be for 5 mins.
- Operational times for the tail ears and audio is from m 7am until 10pm eyes 5pm to 10pm with blink every 15sec.
- Internal lights operate between the hours of 5pm -10pm also Microwave sensors located in the belly of FIDO will also activate audio and movement (tail or ears).
- Night mode is activated via microwave sensor which will activate internal lighting as well animal sounds and blinking of the eyes etc.

Special Rate Levy

W Dinning advised that Council are in the final stages of the Rate Renewal. The Renewal was passed by Council 24 June 2019. Council has sent out letter to all businesses in the precinct.

The Executive Committee provided feedback on the funding agreement which still need to be signed off.

Actions: The Rate Renewal to be signed off by council and Traders Association.

W Dinning did advise that feedback Council had received from traders is that the marketing need to help all businesses and included side streets in activations and to extend the marketing beyond events.

The Committee noted the following points regarding the area;

- there are more young people in the area
- lots of families
- parking has become even more of an issue especially with two big food outlets opening
- the business mix has changed and there are now more professional services and it would appear there is less retail outlets
- the night/day trade is changing as well
- the committee agreed it would be great to have a better night trade

F Molinaro advised Council had a plan several years ago to build a multi-story car park behind station street and it would appear this is not on Council radar anymore.

It was also noted that the land on Wingrove St has been proposed by Council as an open space but the Traders Association would rather this was allocated to a car park.

The traders also noted that Council need to be better at monitoring the parking.

Actions: Coordinator to follow up with Council regarding multi-store car park, the open space/car park on Wingrove St and better monitoring of car parking.

- Council to also provide an update on the 'Extra loading' times
- Coordinator to email owners at Oasis and Nicos to organise a meeting regarding the parking.
- Council to provide an update on cleaning of the footpaths.

5. Marketing Coordinator

- **Inspired by Fairfield** – B Phillips advised that posters had been distributed and notified schools. They will approach RRR and PBS to hopefully obtain local PR. 20th September is the close off date. Hoping to lock down a venue soon for the awards night. The paintings will be placed in shop windows so people will have 3 days to vote (Fri, Sat, Sun). Need to determine where people will place votes, committee decided it would be best that votes were done on the street rather than online. Need to push the campaign more in social media.
- **Social Media** – Active social media has commended.

Actions: F Molinaro to follow up registration for Fairfield Podiatry

- Follow up past social media marketing company to determine access photos taken last year.
- **Marketing Plan 2019/20** – to be developed by Co-ordinator.

Items discussed by the Committee included;

- Halloween is still worth running

- Mother's Day needed to be refreshed
- Father's Day campaign would be good
- Spring Carnival campaign would be good
- Easter is worth running
- Progressive Dinner is a good option
- Other ideas were Girls Night Out and Grand Final celebrations.

Campaigns to target adults and young couples more, rather than kids.

Actions: Coordinators to prepare Marketing Plan 2019/2020

- Confirm with Council allocation of funds for Christmas decorations.

6. **Treasurer** – F Molinaro tabled income and expenditure report to the committee. He advised there is \$34,000 in the account.

Date of Next Meeting – Tuesday, August 13th

Meeting closed at 7.30pm