



Fairfield Traders Association General Meeting
Monday, 18th June, 2018
Three Locals, 127 Station Street, Fairfield
6.00 pm

Attendees: George Kalpakis (Brazen Brownies), Brad Phillips (Erinbank), Jordan Karagiannidis (Biviano & Sons); Domenic Biviano (Biviano & Sons Fruit), Heidi Crundwell (Co-ordinator), Nick Savvas (Three Locals), Theo Petropoulos (Three Locals), Heather Dyer (Fairfield Books), Andrew Panayi (Harvest) Wendy Dinning (Darebin City Council)

1. Apologies: David Crowley (Home and Haven Manchester), Angelo Tsomos (Mei Hair Studio), Frank Molinaro (MODA in Fashion). Nick Pignataro (Mamma Says).

2. Previous Minutes – May 28th, 2018

Proposed by Heather Dyer, seconded Nick Savvas that with amendment that the minutes read June 18th, and not May 28th and venue to read Three Locals, that they be accepted. CARRIED

3. Actions from last meeting:

H Crundwell advised that a meeting is organised with Rachel Ollivier for Tuesday, 19th June. Items to be discussed at this meeting includes; public realm, masterplan, parking and transport.

Cleanliness - W Dinning advised that a pressure washer is coming through next day. H Crundwell suggested that committee members use "Snap,Send Solve" to report issues to the relevant authorities. W Dinning advised that graffiti is a problem across Darebin and due to demand it is not possible for Council to remove graffiti on an ad hoc basis. Obscene images etc will be removed immediately however graffiti on private property is the responsibility of owners. W Dinning reminded the committee that trader graffiti removal kits are available for business owners to use them to remove graffiti. W Dinning further advised that Darebin City Council currently has a draft graffiti policy. There are also a lot of graffiti removal prevention programs available to tap into.

Duncan Street – No Right Turn - Another item that the committee wish to raise with Darebin City Council is the proposal to prohibit motorists turning right out of Duncan street (either end) into Station Street. This is due to it being dangerous as located in front of the bus. It was mentioned at the meeting that Darebin Council Traffic Engineers had advised J Karagiannisids that they had done investigations that it was found that this was not feasible. The representatives at the Darebin Council meeting will request further clarification and detail.

Public Toilets – the public toilets contained within the Community Centre are inadequate with limited opening times (close at 5 and not open Sunday) and visitors to the centre rely on café's making their facilities available to non-customers. Furthermore, people do not know that they are there and the signage is not adequate and must be improved. Signage to notify the public that they are there is also inadequate.

Open Space – Duncan Street. It has been suggested previously that a park is installed on the corner of Duncan Street and Station Street, (Arthur Street side). That part of Duncan Street is closed from Station Street to the rear parking entrance. Toilet facilities should also be installed. J Karagiannisids advised that previously he had been told by Council officers that they had done that traffic studies it concluded that it would not be possible. Committee would like to see more detail on

the traffic studies. N Savvas suggested that Darebin City Council trial a road closure with a pop up park as has been done in other parts of Darebin. Committee fully supported this idea. Resistance to this proposal has occurred. Instead this space should be converted to car parking.

H Crundwell enquired feedback from Darebin City Council regarding the:

- Xmas Decoration Policy
- Funding Agreement

W Dinning advised that she will provide an update as soon as possible

4. Marketing co-ordinator

Mothers' Day Competition – winners notified, collected their prizes and social media announcements. There were 2,337 entries in total but only 25 entrants wanted to add their details to our mailchimp database.

Fairfield Village Discount Booklet – H Crundwell provided an update with the number of businesses Interested in participating. The committee agreed to proceed further with the proposal.

Marketing Plan – H Crundwell to prepare and circulate to members a draft 2018/2019 marketing plan prior to next meeting; H Crundwell prepare a marketing plan based on – Mother's Day, Easter, Halloween, Progressive Comedy Night (October), Degustation event (or similar Tastes of Fairfield) whereby people register and walk from venue to venue, Christmas in July (potentially), Fashion Show, Discount Voucher booklet (if goes outside of Fairfield Erinbank will support), Face painting or similar to attract mums and children, Movie Night.

Darebin Tourism Strategy Workshop – H Crundwell asked if anyone from the committee would like to attend the Darebin Tourism Strategy Workshop on Thursday, 21st June. No one was available, therefore H Crundwell will attend on the Associations behalf.

5. Treasurers Report

No report. H Crundwell advised that she is working on a Marketing Plan.

6. Other Business

No further business discussed.

Date of next meeting: 16th July, 2019