



Fairfield Traders Association General Meeting
Monday, 28th May, 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), Athena Savvas (Three Locals), Nick Pignataro (Mamma Says); D Field (Bank of Queensland), H Dwyer (Fairfield Books)

1. Apologies: Dick Speight (Fairfield Books), Shaun Borgin (Fairfield Podiatry), David Crowley (Home and Haven Manchester), Angelo Tsomos (Mei Hair Studio), Sharifa Ghionis (XSiGHT Photography), Nick Ghionis (XSiGHT Photography), Frank Molinaro (MODA in Fashion)

2. Previous Minutes – April 16th, 2018

Proposed by J Karagiannisids, seconded H Dwyer that with amendment that the minutes read April 16th, and not March 19th and venue to read Three Locals, that they be accepted. CARRIED

3. Actions from last meeting:

Masterplan

H Crundwell advised that the Association submitted a letter to A Breach and copied various managers regarding the Fairfield Village Masterplan. No response was received.

Discussion then commenced on the following:

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.

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.

Maintenance – this is ongoing with a metal prong still sticking out in the car park that has been reported numerous times, holes in Telstra pits that cause a tripping hazard, unsightly planting beds, this work. One trader reported that a maintenance request was lodged with City of Yarra and within 24 hours it was attended to.

Overall the committee felt that Darebin City Council may believe that Station Street and the Fairfield Village precinct is a strong retail strip, and may feel that it does not require urgent attention, but in reality it is not. Many traders are experiencing a 30% decrease in sales. The number of shops for sale is at an all time high (18).

N Pignataro advised that anchor café and supermarket speciality stores from other Melbourne suburbs are looking to set up in Fairfield – the former Two Fat Monk's and FoodWorks premises.

ACTION: H Crundwell to request a meeting with the CEO and the following committee members – J Karagiannisids, D Crowley, N Savvas and H Crundwell. Agenda items to include: - parking, rates, master plan, street cleaning and maintenance

ACTION: H Crundwell to request traffic study details in relation to partial road closure in Duncan Street and request that a Pop Up Park to trial and evaluate the traffic flow is considered.

ACTION: H Crundwell to request more monitoring of the parking, and in particular the Gillies Street car park.

At this point H Dwyer left the meeting.

Bus Relocation Update

N Savvas advised he wrote to PTV and also spoke to them regarding the bus shelter relocation along Station Street. They are managed by Dysons and because there is no shelter it may be easy to do and the possible location is where the loading zone is situated. Usually a bus stop is 390 metres apart and we are proposing to move it 40 – 50 metres. Fairfield Traders are commencing these discussions as this request does not appear to be followed up by Darebin Council officers. A site meeting will be organised by N Savvas when D Biviano returns. Committee felt important to have D Biviano attend as he is a trader in the strip for over 50 years and will bring to the table invaluable knowledge and insight. Therefore meeting will not occur until mid-late June.

ACTION: N Savvas to arrange meeting upon D Biviano's return.

4. Level Crossing Removal Project

H Crundwell provided an overview of the marketing support received the Level Crossing Removal Project which included coffee cards, \$50 Fairfield Village gift vouchers, sponsorship of Movie Night and Back to Business, printed directories, co-ordination support for the Surprise and Delight and Fairfield Station.

5. Council Officer Report

Apart from items discussed above, no updates received from Council on agenda items listed. The committee asked H Crundwell to contact Darebin City Council (W Dinning) and request attendance at our meeting as this engagement is critical.

ACTION: H Crundwell to write to W Dinning.

Committee enquired regarding the kindergarten Mother's Day cake stall. H Crundwell advised she wrote to Darebin City Council and a permit was not obtained. Darebin City Council will speak to the kindergarten.

6. Marketing co-ordinator

Fairfield Business Network Group - H Crundwell introduced Diny Field (Bank of Queensland). D Field spoke about the idea for the Bank of Queensland to form a local networking business group which BOQ will sponsor the coffee. To be held monthly at a regular café. The committee thought that this was a great idea and agreed to promote it via social media and website.

Mothers' Day Competition – winners notified, collected their prizes and social media announcements. There were 2,300 entries in total but only a very small number of entrants wanted to add their details to our mailchimp database.

Back to Business – this has been occurring the last three weekends and well received by the public. Face Painting, street entertainment (where possible as using buskers) and giveaways. Sponsored by LXRA. The committee would like to see this activity regularly.

Social Media – H Crundwell advised that she met and obtained quote from local company, Social Locals. As well S Ghionis has indicated that she is keen to continue to manage the social media if required. H Crundwell to review the Social Locals application and provide a recommendation. J Karagiannidis recommended pay by post as opposed to retainer.

Darebin Music Festival – H Crundwell to follow up.

Website – it was recommended that the website, as well as listing businesses, also includes a diary function with local events.

Marketing Plan – agreed 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.

Regular Market (or similar) – N Savvas advised he is preparing a proposal to present at the next committee meeting.

7. Treasurers Report

No report.

8. Other Business

No further business discussed.

Date of next meeting: Monday, 18th June, 2018