Fairfield Traders Association
PO Box 144
FAIRFIELD VIC 3078
Meeting Minutes

Fairfield Traders Association General Meeting

Monday, 27th August, 2018
Three Locals, 127 Station Street, Fairfield
6.00 pm

Membership attendees: Domenic Biviano (Biviano & Sons Fruit), Heidi Crundwell (Co-ordinator), Theo Petropoulos (Three Locals), Heather Dyer (Fairfield Books), Frank Molinaro (MODA in Fashion)

Darebin City Council attendees: Rania Fayad (Darebin City Council), Melissa Thyer (Darebin City Council)

1. **Apologies:** David Crowley (Home and Haven Manchester), Nick Pignatara (Mamma Says), Brad Phillips (Erinbank) Nick Savvas (Three Locals).

2. **Previous Minutes – July 16th, 2018**

Proposed by D Biviano, seconded F Molinaro that the minutes of the meeting held July 16th, 2018 be accepted. CARRIED

3. **Actions from last meeting:**

Masterplan:- no update

Bus relocation update:- Council waiting on Nick to organise the meeting between Dom Biviano, Nick and Council representatives

4. **Council Officers Report:**

Parking & Loading Zone - It was noted that the parking restrictions have changed and it was suggested that Arthur Street is the main one that has incurred the change and suggested that a temporary sign every three or four metres that parking restrictions have changed should be installed. Committee enquired when will the parking restrictions be reviewed to determine if the changes are correct. Darebin City Council to amend the parking times that are incorrect ASAP.

Fairy Lights in Trees – the committee alerted council to the the dramatic impact that the fairy lights in the trees and the positive feedback from the local community remarking how beautiful they are and that they lift the streetscape. It was agreed that these lights should be supported by Darebin City Council and it is disappointing that it is this type of works that is not being implemented by the Darebin City Council. It was requested that H Crundwell write to Council requesting that they reimburse the association for these lights and agree to maintain them.
ACTION: H Crundwell to write to Darebin City Council regarding the lights.

Darebin Tourism Strategy – update to Cr briefing. Going up on October. Review of the different action items, reporting against visitation. There appears to be a disconnect between the special events that are occurring that we do not own, are not notified of. It is difficult for us to provide information on the visitor numbers, bicycle hoops, and car share spaces. N Fayad advised she is moving on and would like to initiate some new ideas.

Christmas Decoration Policy – needs to be signed off by council but not at that point yet. Clarification on the funding amount.

Darebin City Council Funding Agreement – no change.

Special Rate Renewal – At the next meeting require indication from the traders if they want to proceed.. M Thyer advised that Darebin City Council may fund the development of the Marketing Plan on a $ for $.

Loading Zone – in Gillies Street car park. No action to date.

Railway Place – the committee expressed their disappointment with the lack of timing to notify traders of the drop in session. The developments will be completed RSL October, Nightingale January 2019.

5. Marketing Plan

Show Time during the second week of the school holidays. Committee agree, and requested. H Crundwell amends the marketing plan. Noted that there is surplus funds to implement this idea.

Fairfield Village Discount Booklet – H Crundwell tabled a concept design and an update with the number of businesses interested in participating. Quotes were received from M&M printing for perforation. The committee agreed with no perforation to reduce costs and to continue to proceed.

Fairfield Finger Food Feast – the committee felt that this would be a great idea if enough traders participated. Rename to Tastes of Fairfield. This would be held during November

Social Media – the committee are keen to develop a Faces of Fairfield campaign. It was noted that there has been an absent presence on social media since S Ghionis left. H Crundwell said she has found it difficult to find the time to source and secure a new social media person.

ACTION – H Crundwell to speak to S Ghionis regarding "Faces of Fairfield". This could commence with the "Tastes of Fairfield" promotion and the lead up too.

6. Treasurers Report

F Molinaro advised that the July – December 2018 invoices had been prepared and will be submitted to Darebin City Council when the other required reporting is available.
ACTION: H Crundwell to prepare reports and submit to Darebin City Council prior to next meeting.

7. Other Business

NBN - F Molinaro noted that the NBN installers are putting the NBN equipment outside of the properties and protruding onto the footpath. On his property alone he has noted that the unit becomes broken people with riding past on scooters and accidently breaking them. He is concerned that they are subject to accidental or malicious damage, and alarm system could be cut off.

Date of next meeting:

Monday, 17th September @ Three Locals