



Fairfield Traders Association General Meeting
Monday, 19th March, 2018
XSiGHT Photography, 6 Duncan Street, Fairfield
6.00 pm

Attendees: George Kalpakis (Brazen Brownies), David Crowley (Home and Haven Manchester), Brad Phillips (Erinbank), Angelo Tsomos (Mei Hair Studio), Jordan Biviano (Biviano & Sons); Domenic Biviano (Biviano & Sons Fruit), Heidi Crundwell (Co-ordinator), Sharifa Ghionis (XSiGHT Photography), Frank Molinaro (MODA in Fashion), Selena Patrick (LXRA); Che Sutherland (Darebin City Council), Robert Cross (Degani)

Apologies: Nick Savvas (Three Locals), Heather Dyer (Fairfield Books), Gary Cattran (Darebin City Council), Dick Speight (Fairfield Books), Shaun Borgin (Fairfield Podiatry),

1. Previous Minutes – Monday, February 19th

Proposed by D Crowley, seconded F Molinaro, seconded S Ghionis that the minutes be accepted.
CARRIED

2. Parking- Che Sutherland

Che Sutherland from Darebin City Council asked for feedback on the current parking proposals. J Biviano tabled and presented a signed letter from affected traders, on a Loading Zone proposal. C Sutherland thanked J Biviano for this proposal and advised she would provide feedback after speaking with the engineers.

F Molinaro suggested that the loading Zone outside 120 Station should be removed. This suggestion was not endorsed as many traders use this loading zone.

Discussion was then held on relocating the Bus Stop outside 141 Station Street. G Kalpakis raised this as a concern as he believes there is a blind spot and witnessed many 'close call' accidents. Further consultation and conversation to be undertaken on this.

Waste bins at the Gillies Street carpark was discussed following a meeting held by Council early March. D Biviano advised C Sutherland that the waste bins are in fact shared by four shops and collected daily to minimise the number of bins collected.

Stage Two of the Parking Plan was discussed and C Sutherland mentioned that, though it is early days, how parking is managed just outside the current zone will be addressed. Also, parking sensors will also be explored, but not until due diligence is undertaken.

It was agreed that the committee write to Darebin City Council suggesting that the proposed 1 hour parking, 7 days per week is changed to: Saturday 1 hour all day, Sunday 2 hour parking ALLL
AGREED

C Sutherland advised that she will be consulting with the community on the proposed parking plan, Mid to late April.

Planter Boxes - C Sutherland asked if there were any other items the committee wanted to address. These included:

Garden Boxes in Station Street – they are disappointing and need attention. Last time they were renewed as when H Crundwell and her son purchased plants to make this main crossing pedestrian interchange acceptable.

Graffiti – this is presenting a problem with many businesses tagged, particularly above eye level on verandahs.

The committee thanked C Sutherland for her time and then C Sutherland left the meeting.

3. Level Crossing Grange Road – N Savvas

S Ghionis welcomed S Patrick working for LXRA to the meeting. S Patrick advised that she is working throughout the LXRA occupation. Her hours are: 7 -9, 9 and 10am, afternoon 3 and 4pm, traders, 4 and 6 pm. (set to capture the peak hour traffic). Monday to Friday only.

S Patrick commenced today and distributed Shop Local posters to the shop keepers, and also delivered the DL Flyers. She is happy to continue to engage with the traders and implement any Surprise and Delights.

Other events happening is the \$50 vouchers, 300 coffee vouchers, printed directories.

Discussion was held regarding Biviano's and Sons distributing fruit to passengers. There was some clarity required after the meeting as the Biviano Fruit is not purchased by LXRA for Fairfield giveaways, but instead Macleod and Clifton Hill.

S Ghionis agreed to cover this activity as part of the social media plan.

4. Council Officers Report -

Noted that Council Officer, G Cattran is an apology for this meeting.

- Masterplan – April meeting we will receive an update.
- Parking and Loading Zone – update, refer above.
- Darebin Music Festival – No update.
- Graffiti Removal – No update. It was noted though that traders are concerned with the increase in graffiti within the centre.
- Darebin Tourism Strategy – No update.
- Christmas Decoration Policy - H Crundwell to review and provide comment.
- Darebin City Council – Funding Agreement – H Crundwell provided comment. G Cattran will advise after seeking legal advice.

5. Marketing

Easter Egg Hunt – Agreed that maps are unlimited and the days are Saturday 24th, Thursday 29th and Saturday 31st. Noted with school holidays not commencing until Thursday 29th, Egg Hunt will commence on the Saturday prior. Agreed someone sells maps from 9am – 3pm on both Saturday's. J Biviano agreed to set up a table and provide a bum bag to collect the money.

Mother's Day Promotion – VIP competition again. Three prizes to be offered, \$600, \$400 and \$200. The main winner will receive the lunch, concierge and pick up and drop off home

Social Media – H Crundwell to write to Darebin City Council and ask for a suggestion on who can write a social media plan. H Crundwell to enquire who Geelong use for social media. B Philips stated that the local shopping density is not enough to support our local shops so need to get outside. In the centre there are no "golden arches" to attract the shoppers.

Movie Night – to be held on Saturday 14th April. Movie will be MOAMA. Sponsored by LXRA. H Crundwell to enquire cancellation fees, obtain a quote for a marquee (install and remove). H Crundwell advised that our event insurance was knocked back.

6. Treasurers Report

No report.

7. Other Business

No further business discussed.

Meeting closed at 8:50pm

Date of next meeting: Monday, 16th April , 2018