

Meeting Minutes

Northern Business Liaison Group Meeting

Date	9/06/2022	Time	7.30 AM to 9.30 AM
Chair	Jeni Coutts	Meeting no.	3 of 2022
Location	Watsonia Hub	Minute taker	Ivan Zarezkij

Attendees

Attendees			
Name	Organisation	Name	Organisation
Jeni Coutts	Independent Chair	Jeremy Richards	Watsonia Optical / Watsonia Traders Association
Hannah English	Spark	Chris Logan	CPB
Noella Jacobs	Greensborough Chambers of Commerce	Matt Guest	Watsonia RSL
Fae Ballingal	Banyule City Council	Danielle Phyland	Nillumbik Shire Council
Renato Marnich	NELP	Ivan Zarezkij	NELP
Christopher Woodroffe	NELP	Jim Needham	NELP
Marcus Hicks	NELP	Phil Emirali	CPB
Luke Minton	Spark		

Actions – previous

No.	Action	Owner	Due	Status	Update
4.1	Renewal of NBLG membership drive	Renato Marnich (RM)	ONGOING	OPEN	RM continues to approach local businesses
8.1	Meet with Watsonia Traders on the works timing for APA	Kate Zisos (KZ)	18/03/2022	CLOSED	Meeting held 30/05/22
8.2	Special meeting of UDLP before public exhibition	Holly Havers (HH)	6/04/2022	CLOSED	Meeting held 10/05/22

No.	Action	Owner	Due	Status	Update
8.3	Presentations of other MTIA projects as case studies of successful approaches to supporting business during construction.	Renato Marnich (RM)	9/06/2022	OPEN	ONGOING and MH did first presentation on social media

Key discussion points/decisions

Owner	Action
Jeni Coutts (JC)	<p>Welcome and outstanding business</p> <ul style="list-style-type: none"> JC: Welcomed the Northern Business Liaison Group attendees and introduced agenda items. JC: Addressed previous meeting's actions as above.
Chris Logan (CL) & Phil Emirali (PE)	<p>CBP Early works update</p> <ul style="list-style-type: none"> CL: Borlase Reserve early works are being finalised and thanked residents for their patience. PE: Telstra Tower from Nell St to Rasheda St is 80% complete, residents will be notified as work progresses over the next four or five weeks. PE: New Watsonia Station mobile tower was installed 24/05/22 and old tower will be removed Q4 2022. Watsonia station carpark works to continue to approximately Christmas depending on Telstra and Optus. Work is underway to keep as many parking spots open as possible, whilst maintaining safety and construction schedule. CL: Watsonia Gas works to restart on 19/06/22 with Sunday works and traffic management over two weeks. Traffic will be able to enter northbound from Greensborough Road to Watsonia shops but will be redirected when traveling the opposite direction. Nearby residents and traders will be notified.
Luke Minton (LM) & Hannah English (HE)	<p>Spark and tunnels update</p> <ul style="list-style-type: none"> LM: Information relating to the Urban Design and Landscape Plan was presented. This included a summary of the consultation period activities and artist impressions of proposed works. LM: Staged process for Greensborough Road realignment was described to allow for tunnel boring machine site. Preliminary works will begin 6/6/22 with main works 27/6/22. Stage 1, Stage 2, Stage 3a, Stage 3b were described and Stage 4 is due for completion in early September. LM: Site establishment works for the TBM site on eastern flank of Greensborough Road and the acoustic shed for Winsor Reserve were described. HE: Discussed how Spark will engage with traders during tunnel works and the activities that have already occurred with community engagement.
Renato Marnich (RM)	<p>NELP trader support initiatives</p> <ul style="list-style-type: none"> RM: Detailed the results of the Watsonia Shop and Win Competition, including social media engagements and the number of entries. RM: Spoke about upcoming trader support initiatives including the website trader directory, professional photography, and one-on-one digital coaching for small business owners. MG JR and RM discussed gift cards and future competitions. Learnings from the Watsonia Shop and Win competition, particularly around gift card issues could be better managed with advanced notice. JR suggested at least one month notice is needed. NJ suggested Wave Pay could be better gift card provider in terms of ease of use. Incentives for businesses to facilitate the competition could increase the number of entries.
Marcus Hicks (MH)	<p>NELP social media and trader collaboration</p> <ul style="list-style-type: none"> MH: Discussed how NELP uses social media and opportunities for working with traders along the project corridor. He provided examples of types of social media posts, campaigns, the strategy behind them and explained future opportunities for trader collaboration, including professional photography and trader directories <p>Questions:</p>

Owner	Action
	<ul style="list-style-type: none"> • MG: Will NELP promote local trader campaigns? NELP can make posts but they must relate to a project or disruption. • PE: Does the digital team consider social media a means to encouraging construction workers to support local businesses? There will be a range of opportunities for this in the future. • DP: Can indirectly impacted traders be included in social media or trader directories? Trader support includes all businesses near the project area. • JR: Social media is helpful but will direct support for businesses also be considered? \$10,000 of Watsonia Trader Association gift cards were procured and are in the process of being used/allocated.
Jeni Coutts (JC)	<p>Other business</p> <ul style="list-style-type: none"> • JC: Proposed a trial for a 5.30pm start at the next NBLG meeting to gauge interest.
Jeni Coutts (JC)	<p>Open forum</p> <ul style="list-style-type: none"> • FB: Fae was introduced as Economic Development Coordinator for Banyule City Council and she is looking forward to working with traders in the area. • MG: Interested to know any latest trader support information from FB and Banyule City Council, including events and promotional activities. • JR: Highlighted the importance of direct and ongoing support of traders and wishes to have more business representation at the NBLG. • JC: Next NBLG meeting 4 August 2022 at 5.30 pm.

Actions - new

No.	Action	Owner	Due	Status	Update
4.1	Renewal of NBLG membership drive	Renato Marnich (RM)	ONGOING	OPEN	ONGOING RM continues to approach local businesses
8.3	Presentations of other MTIA projects as case studies of successful approaches to supporting business during construction.	Renato Marnich (RM)	9/06/2022	OPEN	ONGOING MH did first presentation on social media at this NBLG meeting
9.1	RM to reach out to FB in relation to contacting businesses in Banyule who sit outside of trader association catchments.	Renato Marnich (RM)	14/07/22	OPEN	
9.2	FB to present at an upcoming NBLG about Banyule's trader activities.	Renato Marnich (RM) and Fae Ballingal (FB)	4/08/22	OPEN	
9.3	Spark to send consolidated information on the Greensborough Rd realigned to JR so this can be shared with WTA members.	Luke Minton (LM)	29/06/22	OPEN	