

13 October 2022



Meeting Minutes

Northern Business Liaison Group

Date	13/10/2022	Time	5.30 PM to 7.30 PM
Chair	Jeni Coutts	Meeting no.	6 of 2022
Location	Zoom	Minute taker	Jacqueline Weedon

Attendees

Attendees			
Name	Organisation	Name	Organisation
Jeni Coutts (JC)	Independent Chair	Jeremy Richards (JR)	Watsonia Optical
Sarah Maguire (SM)	Watsonia Traders Association	Noella Jacobs (NJ)	Greensborough Chamber of Commerce
Renato Marnich (RM)	NELP	Danielle Phyland (DP)	Nillumbik Shire Council
Hannah English (HE)	SPARK	Collin Brooks MP (CB)	Member of Parliament
Derek Ephrem (DE)	Banyule City Council	Anna Henderson (AH)	Macleod Traders Association
Luke Minton (LM)	SPARK	Matt Guest (MG)	Watsonia RSL
Scott Lambert (SL)	NELP		

Apologies			
Name	Organisation	Name	Organisation
Hesham Mobarek (HM)	Watsonia Pharmacy / Watsonia Traders Association	Yvette Stanfield (YS)	Macleod Traders Association
Jim Needham (JN)	NELP		

Actions – previous

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

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 Clyde Rd LXP presented 08.09.22
9.2	DA to present at an upcoming NBLG about Banyule's trader activities.	Renato Marnich (RM) and Dani Ahimastos (DA)	4/08/22	OPEN	CLOSED DE presented at today's meeting
10.3	JB to provide information re: Traders Association (or similar) to RM to pass onto JR	Jack Boronovskis (JB) and Renato Marnich (RM)	13/10/22	OPEN	OPEN No specific Traders Association known for the area. JB has left LXP and RM is working with Amy Billings from LXP to get trader information to pass onto JR
10.5	RM to speak to Jobs and Skills Centre re: potential job candidates for traders	Renato Marnich (RM)	13/10/22	OPEN	CLOSED Traders are to advise Jobs and Skills Centre of specific skillsets required of candidates when requested to assist with finding staff
10.6	LM to work with NELP/DoT on development of promotional/branded artwork for hoarding	Luke Minton (LM)	13/10/22	OPEN	OPEN Working with NELP & DoT to understand what constraints will be for barriers/hoarding once Greensborough Rd realignment is complete. Update to be given at next meeting

Key discussion points/decisions

Owner	Action
Jeni Coumts (JC)	<p>Welcome and outstanding business</p> <ul style="list-style-type: none"> Welcomed the Northern Business Liaison Group attendees and introduced agenda items Apologies noted Introduced Derek Ephrem, the new Banyule City Council representative Addressed previous meeting's actions as above
Luke Minton (LM)	<p>Tunnel Update</p> <p>A contingency plan is in place for the Greensborough Rd traffic switch if required due to inclement weather</p>

Owner	Action
	<p>SM: The 'Where in Watsy' promotion has had a good response with 20 gift cards awarded so far. Traders have seen a growth in entries, socials, engagement, and reach. Most traders that are participating have seen a growth in spend due to 'Watsy Bucks' an additional trader has asked to be included. This promotion will continue to run and be reassessed soon. Overall growth has been seen in social media and engagement during the above promotions.</p> <p>JR: There is a benefit to having traders attend the drop-in sessions, but they require more than 24 hours' notice to enable them to attend. <i>Appreciates that less than 24 hours' notice is not ideal, but the session booked in earlier unfortunately had to be cancelled due to resourcing issues and we wanted to hold the session prior to works commencing on Friday.</i></p> <p>JR: Agree it's better to do something rather than nothing but there seems to be a pattern of last-minute events or notifications. Perhaps SM should be made aware of these as early as possible so she can advise traders about what the works will be and give them a chance to think about what questions they want to ask and how it will affect them.</p> <p>JR: Was there communication to traders that access to Watsonia Rd from Greensborough Rd will be closed at times as this is the first I'm hearing about it? What hours will the intersection be closed and was this mentioned in the trader visits today? <i>The intersection will be closed at 9pm weeknights to minimise impacts to traders, this is to help make up time lost due to the recent adverse weather. The plan was finalised as the doorknocks were being completed, Hannah went back to some traders to advise them of this change.</i></p> <p>CB left the meeting at 6.19pm</p>
Derek Ephrem (DE)	<p>Presentation on Supporting Businesses in Banyule</p> <p>If you want to be added to the Banyule City Council Business Communication distribution list, you can either scan the QR code in this presentation or contact them.</p> <p>If you have any questions about the Special Rates and Charges Schemes, contact one of the Economic Development team.</p>
Renato Marnich (RM)	<p>Trader Engagements</p> <p>Dates for next round of trader photography to be announced, traders in highly impacted areas will be given priority for bookings.</p> <p>Traders Associations are welcome to access the business mentoring offer.</p> <p>NJ: Why aren't Greensborough traders included in any of the trader engagement? The works affect people getting to Greensborough to shop as well. <i>Happy to discuss opening the mentoring services to Greensborough Traders but at this stage we are concentrating on highly impacted traders.</i></p> <p>JR: Is it a condition that North East Link can use the photos taken at the trader photography sessions to promote NEL? <i>You have the option to give permission to use the images for the Trader Directory only.</i></p> <p>JR: Can we use the images if we only give NEL permission to use them for the trader directory? <i>The images are yours to use how you wish without requesting approval from NEL.</i></p> <p>JR: If we are happy with images and give NEL permission use them? <i>They may be used for such things as trader profiles.</i></p> <p>NJ Left the meeting at 7pm</p>
Jeni Coutts (JC)	<p>Open forum</p> <p>SM: Has been receiving feedback that the loss of approximately 24 carparks at the south end of the shopping strip has led to a drop in business, as customers can't get parking.</p> <p>JR: There is a section of the EPR that states that construction must not reduce carparking at Watsonia Shops. Would also like to have a conversation about opportunities to alleviate this issue as there is no doubt traders are hurting and there is concern that this could affect people coming to the Watsonia shops altogether.</p>

Owner	Action
	<p>DH: Thanked presenters for the informative meeting.</p> <p>JR: There is an increasing sense of frustration regarding the lack of speed with approvals being given for promotions. How can we assist with speeding the process up?</p> <p>JR: Formally requests to have access to the northern construction timelines to assist with avoiding 24hrs notice being provided to traders of works. RM: When has your request been denied and who was it made to?</p> <p>Unsure of when prior requests have been made but there is a pattern evolving of traders being informed once decisions have been made rather than a consultative process. We could have potentially prevented the issue with the carparks at the south end had we have been consulted when the decision was being made.</p> <p>AH: Would like an indication of when photography bookings will be opened up to Macleod traders. RM: Is meeting with YS tomorrow and will discuss during the walk through.</p> <p>Can you provide clarification on what NEL is willing to sponsor as Watsyvania is being sponsored as a one-off event? LM: Watsyvania is an ongoing yearly event organised by Watsonia Traders Association. Spark is committed to providing support to traders in various ways and willing to have a conversation about what can potentially be supported.</p> <p>DE: Would like to see and potentially the community would be interested in seeing the tunnel boring machine once its assembled. LM: There is a presentation being finalised and will be shown in the coming months. There will be opportunities for people to see this work as it takes place.</p> <p>Next Business Liaison Group North will be 1 December 2022 at 5.30pm, location TBC.</p> <p>JC closed the meeting at 7:19pm</p>

Actions - new

No.	Action	Owner	Due	Status	Update
10.7	SM & JR would like to meet with NEL and Spark to discuss options to alleviate the lack of carparking at the south end of the shopping strip.	LM and RM	01.12.2022	OPEN LM and RM to arrange meeting	
10.8	JR has formally requested access to northern construction timelines	RM	01.12.2022	OPEN RM to arrange	