

Thursday, 29<sup>th</sup> June, 2017

Marendaz Accounting and Business Consultants  
67 Main Hurstbridge Road, Diamond Creek Vic 3089  
Commencing at 12noon

## **1. Welcome**

### **Attendance:**

Paige O'Connor Hastings (Mitre10), Kathleen Coulthard (Simply Beautiful Decorations), Andrew Cooper (Advice for Living), Darko Popovski (Nillumbik Shire Council), Barry Henwood (Valley Financial Services), Gill Di Pasquale (Gigliola), Heidi Crundwell, Andrew Gillard (Darebin Travel)

## **2. Apologies**

Nichole Chambers (Blush Cut and Style), Victor Wong (H&R Block) – noted that he has given proxy to the Chair, Gina Hallal (Platters Café & Bar),

A Gillard (Public Officer) suggested that after the meeting that we seek endorsement and support in writing from all committee on decisions made today.

It was verified that we have a quorum (without new committee members).

A Gillard advised that two resignations have been received. B McCrohan (Gigliola) and N Chambers (Blush Cut and Style). G Da Pasquale is now representing Gigliola on general committee.

B McCrohan's resignation means that the Association does not have a Treasurer.

## **3. Minutes of Previous Meeting –**

Minutes of meeting held 15<sup>th</sup> June, 2017

H Crundwell advised that a correction was received by C Tsioulos. Instead of reading "C Tsioulos said that a letter needed to be sent out", should be amended to read "the Association need to re-engage face to face with the traders and that the Association could send a letter out detailing things, but in all likelihood only half would read it. This then led to a very brief rebuttal by the Committee that they can't commit the time for face to face engagement with every trader."

With the above amendments:

Proposed that they be accepted: A Gillard, seconded B Henwood. CARRIED

P Marendaz invited P O'Connor to join the committee.

Moved by P Marendaz and seconded G Da Pasquale that P O'Connor join the committee. CARRIED.

P Marendaz advised the committee that H Crundwell has been advised in writing, that her services to work for the Diamond Creek Traders Association will terminate on 30<sup>th</sup> June, 2017.

A motion was put forward by P Marendaz that – the Association appoint H Crundwell on an as required basis conditional upon funds being available to pay, at the same rate that is currently charged.

Proposed by P Marendaz, seconded B Henwood. CARRIED

At this point K Coulthard joined the meeting.

P Marendaz K Coulthard to join the committee.

Moved by P O'Connor and seconded G Da Pasquale that K Coulthard join the committee. CARRIED.

A Cooper enquired on the situation if the Association were to dissolve. D Popovski advised that there is a legal requirement that any unspent funds are returned to council and council will reimburse the members. However, he made it very clear that Nillumbik Shire Council are supportive of them working together to renew the rates and understands that some of the funds remaining in the account can be used for the purpose of renewing the special rate levy.

A Gillard reminded the committee that there is a separate term deposit account that has accumulated over time, which is not funds from the special rate levy, derived from advertising sales and sponsorships that can be used if required during this renewal period.

### **3. Special Rates Levy**

P Marendaz advised that he and others (B Henwood, A Gillard, H Crundwell) had met with M Stoermer, CEO (Nillumbik Shire Council) and he listened carefully and engaged in how he could see to help the resolution of future of trades association and in determining the next steps. P Marendaz reminded the committee that at last meeting we would have a special general meeting within 35 days.

M Stoermer proposed:

1. Go through the process now of determining what the association is and stands for so that full strategic overlay is developed. M Stoermer is happy to facilitate this.
  2. Other compelling point of view is that is a good thing to do but it is going to take a long time alleviate and association lose its way. Maybe attempt to get a better understanding of what we need to reduce number of objections and move on. The vision mapping can be done once the Association, ie funding through the Special Marketing Levy, is up and running again.
- Whatever the outcome this would lead to a compelling story when we hear the comments from traders - what is our vision?

P O'Connor said that when she spoke with traders feedback was - the members want to know the big picture plan, the decision of opting in or out was based on price, activities not being placed in the right areas, and some businesses felt under represented others simply do not like the promotions.

A Gillard queried the calculations by Nillumbik Shire Council on the objection numbers and concern about doubling up of landlords and tenants. D Popovski said that the numbers were adjusted accordingly. A Gillard disagreed.

At this point B Henwood left the meeting.

After much discussion the committee agreed meeting face to face with the objectors and ask them to retract their objections to gain numbers is not the preferred option. Instead a new model and communication strategy needs to be developed and seek in principal support for that.

Furthermore, the committee agreed that we proceed with option two which is to develop a strategy and budget to present to the members and once this is approved, then undertake more in-depth consultation with the traders to determine the five year plan.

At this point P Marendaz left the meeting.

After much discussion, A Gillard summarised two options:

1. Even equitable and everyone gets a reduction and capped for five years, possible \$120K
2. Defining the areas of diamond creek and making it equitable to those areas.

It was proposed that it be put to the DCTA committee for approval, which will then be presented to the Special General Meeting of the members:

- Renew the Diamond Creek Traders Association Special Rate for five years
- Income fixed \$120K per year (ie capped and no CPI adjustments)
- No discounts for zones

Meeting closed at 1.40pm

**Next Meeting     TBA**