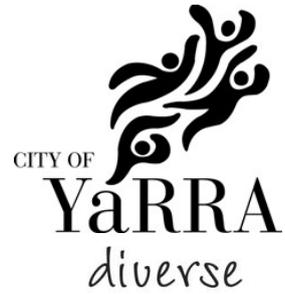


# Yarra City Council

## Business Advisory Group



Minutes

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### Meeting No. 4 – 2021

Date: Thursday 20 September 2021

Time: 8.00am – 10.00am

Location: Online via Microsoft Teams

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*vibrant*

*exciting*

*inclusive*

### Attendance:

First Name	Initial	Business Name
<b>Present</b>		
Cr Herschel Landes	HL	Yarra Councillor (Chair)
Cr Edward Crossland	EC	Yarra Councillor
Jane Stewart	JS	Sustainability International
Mark Ryan	MR	Eureka Coffee/Growers Espresso
Paula Glynn	PG	PixelStorm
Robyn Madeley	RM	Victoria Gardens Shopping Centre
Shini Pararajasingham	SP	Off the Kerb Gallery
Trang Du	TD	Two Square Pegs
<b>Apologies</b>		
Arthur Keramitsis	AK	Keramitsis & Co.
Jennifer Jones	JJ	IKEA
Mark Schiffer	MS	Blick Creative
Kevin Tjangdjaja	KT	Makmur
Matthew Kovacs	MK	Photographer
Robert Tickner	RT	Social Space
<b>Guests</b>		
Joel Backwell	JB	Victorian Government Department of Jobs, Precincts and Regions
Cheryl Handby	CH	Victorian Government Department of Jobs, Precincts and Regions
Maggie Baron	MB	Victorian Government Department of Jobs, Precincts and Regions
Simon Osborne	SO	Yarra Council – Economic Development
Joy Saunders	JS	Yarra Council – Economic Development
Will Anderson	WA	Yarra Council – Economic Development
Esther Kennedy	EK	Yarra Council – Economic Development
Shelley Woolcock	SW	Yarra Council – Economic Development

		Action/Up date
	<b>Acknowledgement of Country (Cr Landes)</b>	
1.	<p><b>Declarations of conflict of interest</b> No conflicts of interest were declared.</p> <p><b>Apologies</b> Nil</p>	
2.	<p><b>Actions arising from previous meeting &amp; adoption of minutes</b> Minutes adopted</p>	
3.	<p><b>General business</b></p> <p><b>Paint controls on Gertrude Street</b></p> <ul style="list-style-type: none"> <li>- Situation: one building where a retailer has painted building fluro yellow and pink</li> <li>- Some say not in keeping with heritage theme of the area. Are looking for some paint controls for the area.</li> <li>- MR – there should be some discretion... heritage values of the area should be given primary weighting. Dangerous territory with one person's aspect of beauty isn't always the same.. could end up with a dogs breakfast of ideas on the street</li> <li>- EC – more context: this is being driven by one resident who lives nearby. Paint controls throughout Yarra, one of the highest in the state. If we were to review this, an external heritage consultant would need to reassess. Would not take a year, would take at least this council term, perhaps another term.</li> <li>- SP – is it a painted building or a mural? There's a conversation there. When I started my gallery the paint controls were strict, but these boundaries are being broken now.</li> <li>- PG – did this business owner paint it?</li> <li>- EC – you need a permit to paint a heritage building with paint controls</li> <li>- HL – look at Camden in London, Harajuku in Tokyo... all buildings look like this, full of colour.</li> <li>- JS – to clarify – are we discussing adding paint controls to Gertrude St and all our streets? Yes</li> <li>- SP – Hosier Lane has a curator and no businesses impacted. It's a dead-end lane</li> <li>- MR – might need some sort of middle ground between 'free for all' and 'strict heritage controls'</li> <li>- HL – utility – buildings are built to be used. In an activity they are to attract business and customers. If this painted building is successful in doing this, the neighbouring business will wish to emulate this.</li> <li>- PG – range of business types on Gertrude Street</li> <li>- TD – I wonder if there is an in-between option – allow some chaos as a test, and controlled areas.</li> <li>- EC – I'm not aware of the test approach, it's either paint controls or not. We can ask officers about this.</li> <li>- PG – do you think there's a case where somebody on one side of the street would paint their building and that would cause impact to the other business.</li> <li>- EC – remember this complaint has come from a resident, not a trader.</li> <li>- HL – asking 'should there be some exploration around paint controls?' – unanimous yes</li> </ul>	
4.	<p><b>Presentation from Joel Backwell</b></p> <ul style="list-style-type: none"> <li>- - How viable is outdoor activation for your business? What is your feedback on the Vic Gov roadmap and the next two phases of 'opening up' with 70% and 80% double vax rates?</li> <li>- SP– I'm lucky to have an outdoor courtyard at my gallery I will utilise. There is no way for me to show art on the street without it being damaged. Yarra Council didn't let me have customers line up on the street. From that perspective, the roadmap does not work for me. I don't want to have to pivot yet again. I'm exhausted. My team is exhausted. I've lost half my team.</li> </ul>	

		Action/Up date
	<ul style="list-style-type: none"> <li>- JS – I'm helping a local business owner. She has tried everything and pivoted so much. Outdoor dining etc. Yarra Council isn't letting her do it. No one is trying to help her. She has exhausted all options. No give or take. No leniency. Another one closing the doors.</li> <li>- TD – I run a social enterprise to support people onto entrepreneurship. We run programs and train mentors. Our business is about bringing people together. Hard to build long-term relationships over internet. Interested to explore the solutions to bring people together in person.</li> </ul> <p>There is a lot of interest in the informal economy. I see it more in the west than in Yarra – people using markets. Parklets are an interesting space to test a minimal viable product in parklets.</p> <ul style="list-style-type: none"> <li>- MR – we've had to pivot like a lot of people. Created a courtyard to serve customers outdoors. I understand why the move to outdoors, but there are so many limitations. Tram stops, bus stops, disabled parking, loading zone, narrow footpath, corner property, access. The built environment is impacting what we can do. Time to rethink street design – are bus stops in the right location? Would they be better placed slightly down the road outside of a retail area?</li> <li>- HL – in Richmond the three main shopping strips are arterial roads (Swan, Bridge, Victoria) and no opportunity for outdoor activation which is an issue</li> <li>- RM – we installed an outdoor dining precinct as our food court will be closed for indoor seating. In Melbourne we are limited by weather – unlike Qld and WA. We've supported click-and-collect. We've been supporting our retailers where we can.</li> <li>- EC speaks to 13.2 council resolution noting the significant and on-going economic and social impact of COVID-19 on Yarra's business community and that additional supports are required.</li> </ul> <p>Dance studio can't have one person to film a class, but a small hospitality kitchen can operate with 5 staff and that is COVID safe? It's not equitable.</p> <p>Can state government review permit requirements? Council has no control over this. We can come up with initiatives, but it sits with state government. The hoops to jump through and the costs make it not worth it for a business.</p> <ul style="list-style-type: none"> <li>- MR – thoughts on the roadmap</li> <li>- JB – things are evolving every week. Roadmaps may change, that's the challenge. The lack of certainty kills you more than anything. Nothing is set in stone.</li> <li>- HL – this is the last BAG meeting for 2021. We may need to have another one before years end (November 2021?)</li> <li>- JB – we are here to keep the conversation going. With Yarra, Melbourne and Port Phillip</li> </ul>	
5.	<p><b>Presentation from Simon Osborne</b></p> <ul style="list-style-type: none"> <li>- PG – congrats on parklets. They look great, not cheap. I'm looking forward to another summer in Yarra</li> </ul>	
6.	<p><b>Presentation from Joy Saunders – Precinct Recovery Grants</b></p> <ul style="list-style-type: none"> <li>- We have funded 19 projects across our precincts</li> <li>- 7 have been delayed multiple times</li> <li>- There are 4 that will be great for our precincts <ul style="list-style-type: none"> <li>o Digital wallet for lower Johnston St</li> <li>o Outdoor gym sessions and programs</li> </ul> </li> </ul>	
7.	<p><b>Presentation from Esther Kennedy – North Richmond Precinct</b></p>	
8.	<p><b>General business</b></p> <p>Cr Landes – any agenda items for November special BAG meeting? Email Simon if you have ideas.</p>	
	<p><b>Meeting closed 1000</b></p>	

