

Business Advisory Group meeting minutes

Meeting #2, 2025

Date: Thursday 15 May 2025

Time: 8am to 10am

Location: 65 Dover St, Cremorne

Attendance:

First Name	Initial	Business Name
Present		
Cr Kenneth Gomez	KG	Yarra Councillor (Chair)
Cr Evangeline Aston	EA	Yarra Councillor
Cr Meca Ho	MH	Yarra Councillor
Sam Rush	SR	HANDSOM
Shane Hryhorec	SH	Push Mobility
Freya Berwick	FB	Sense of Self
Helen Haines	HH	Dollars and Sense Consulting
Paula Glynn	PG	Pixelstorm
Luke Phillips	LP	Into Coffee/Into Carry
Apologies		
Kevin Cahya Tjangdjaja	KC	Makmur Enterprises
James Richardson	JR	Optimising
Cr Andrew Davies	AD	Yarra Councillor
Cr Edward Crossland	EC	Yarra Councillor
Guest		
Maria Cogger	MC	Yarra City Council
Eliza Henty	EH	Yarra City Council
Will Anderson	WA	Yarra City Council
PK	PK	People of Gertrude Street
Helen Haines	HH	Dollars and Sense Consulting
Kate Yuncken	KY	Yarra City Council
Ha Nguyen	HN	Otao Kitchen/Victoria Street Business Association
Eddie Nguyen	EN	Otao Kitchen/Victoria Street Business Association
Justine Hyde	JH	Abbotsford Convent
Marija Maher	MM	Collingwood Children's Farm
Jonathan Rochwerger	JR	Urban Enterprise
Irfan Hrelja	IH	Urban Enterprise
Absent		
Xue Zhou	XZ	Addict food and coffee
Sebastian Pasinetti	SP	Oko Restaurant

		Action/Update
1	<p>Acknowledgement of Country</p> <p>Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations here today—and to their Elders past, present and future.”</p>	
2	<p>Apologies</p>	
3	<p>Declaration of conflict of interest</p> <p>None</p>	
4	<p>Introductions: councillors, BAG members, council officers and guests</p>	
5	<p>Actions arising from previous meeting and adoption of minutes</p> <p>Moved by KG Seconded by WA</p>	
6	<p>General Business / Council updates WA</p> <p>An opportunity to discuss any general business matters</p> <ul style="list-style-type: none"> - Draft Council Plan 2025-29 - Draft Budget 2025/26 - Business permits forum - 1-hour free parking trial 	<p>ACTION</p> <p>1. <u>Business permits forum</u> Share calendar invite with registration details attached.</p> <p>ACTION</p> <p>2. <u>1-hour free parking trial</u></p> <ul style="list-style-type: none"> • Report back on trial progress. <p>Discussion: Develop communications plan to clearly explain the trial, encourage community feedback, and close the loop with results.</p> <p>ACTION:</p> <p>3. <u>Investigate cost of pedestrian counter</u></p> <ul style="list-style-type: none"> • Investigate costs and potential of installing pedestrian counters. • Discussion raised about whether resources should be allocated to this.

		Action/Update
7	<p>Future of Advisory Groups and Committees This will be our last BAG with the current members.</p> <p>All Council committees/advisory groups sunset on 30 June 2025.</p>	<p>Discussion: Purpose and Function of BAG</p> <ul style="list-style-type: none"> • The group discussed the current role and effectiveness of BAG. • Questions were raised about its purpose, structure, and whether it is achieving intended outcomes. • Some members expressed concerns about productivity and clarity of objectives. • Opportunity identified to revisit the group's terms of reference and define clearer goals and deliverables.
8	<p>Economic Development Strategy 2026-2030 Jonathan Rochwerger from Urban Enterprise will be joining us to discuss Yarra City Council's upcoming Economic Development Strategy.</p>	<p>ACTION:</p> <p>4. <u>Share Eco Dev Strategy 2026-2030 presentation</u></p>
9	<p>General Business Comment Regarding MSIR Relocation</p> <ul style="list-style-type: none"> • BAG member PK (People of Gertrude) raised a concern regarding comments made by Mayor Jolly (27th April 2025, 9 News), suggesting the Medically Supervised Injecting Room (MSIR) be relocated to St Vincents hospital near Gertrude Street. • PK strongly opposed this suggestion and expressed concern on behalf of local traders. 	<p>ACTION:</p> <p>5. <u>Councillor Gomez to respond to this query</u></p>
10	<p>Meeting close at 10:03am</p>	