

# MINUTES

## Rebound Roundtable

12:30pm, 28 July 2021

### 1. CHAIR

Cr Sally Smith (SS)	Chair
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### 2. ATTENDANCE AND APOLOGIES

#### Attendees:

Tara Gloster (TG)	Vice-Chair
Cr Joanne Fotakis (JF)	City of Vincent
Anna Kelderman (AKe)	Leederville Connect
Matt Young (MY)	Mt Hawthorn Hub
Chris Criddle (CC)	Northbridge Common
Emma Hodson (EH)	City of Vincent - Place Planner (Leederville & Economic Development)
Gemma Carter (GC)	City of Vincent - Manager Marketing & Partnerships
Georgia Lawrence (GL)	City of Vincent - Coordinator Place

#### Apologies:

Mayor Emma Cole (EC)	City of Vincent
Cr Alex Castle (ACa)	City of Vincent
Cr Ashley Wallace (AW)	City of Vincent
Cr Dan Loden (DL)	City of Vincent
Cr Jonathon Hallett (JH)	City of Vincent
Cr Joshua Topelberg (JT)	City of Vincent
Cr Susan Gontaszewski (SG)	City of Vincent
Neil Graham (NG)	Beaufort Street Network
Sarah Maraglio (SM)	Beaufort Street Network
Trent Durward (TD)	Leederville Connect
Andrew Kailis (AKa)	The Pickle District
Jon Denaro (JDe)	The Pickle District
Jane Shanahan (JS)	Mt Hawthorn Hub
Chris Watt (CW)	North Perth Local
Renee Broadway (RB)	North Perth Local
Johnny Doan (JDo)	Northbridge Common
Teagan Criddle (TC)	Northbridge Common
Alanna Curtin (ACu)	City of Vincent - Community and Civic Events Officer

### 3. CONFIRMATION OF MINUTES

- 3.1 Rebound Roundtable Meeting Minutes (*refer Attachment 1 – Rebound Roundtable Minutes – 30 June 2021*) from 30 June 2021 were accepted as true and correct.

### 4. NEW BUSINESS

- 4.1 **Christmas 2021 (GC)** (*refer Attachment 2 – Christmas 2021 Presentation*)  
GC shared on screen the Christmas 2021 presentation.

- Seeking feedback from the Rebound Roundtable on the City of Vincent 2020 Christmas events/activities and initial thoughts on what they would like to see this year.
- The projected budget is based on last year's spend and the Rebound Plan.
- The Christmas 2021 Ideas page lists items open for discussion in purple and items that have already been locked in in black.
- GC confirmed that ACu will reach out to the town teams about the additional \$60,000 of events funding that was approved at the 27 July Council meeting.

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- General feedback received from the community was that they didn't like the Eco Christmas Trees, but did like the lights in the trees.
- GL advised that feedback for the traditional tree in North Perth was generally good.
- The bollard covers, as part of the Shop Local campaign, were not well received as the colours were not festive enough. SS suggested they not be utilised this year.
- AKe expressed that she didn't much care for the bollard covers and their one-time use was wasteful. If we were to make them more generic to be utilised every year, then it may take away from the festive theme and agreed they should be taken out of the planning.
- GC agreed with the assessment of the bollard covers and will take the feedback on board to use the funds for something else.
- GC to confirm whether the Children's Christmas Market has been locked in.
- The proposed Mount Hawthorn Axford Park decorations received positive feedback from the Rebound members present at this meeting.
- GL noted that a new canopy artwork will be installed on the Mount Hawthorn parklet outside Lawley's and that this could potentially support decorations.
- SS asked if we could outsource the design of the Shop Local signs to a local designer. GC confirmed the signs are designed by an in-house designer at the City and may be limiting for an outsourced designer as they would still need to follow the corporate style guide.
- GC advised that the Shop Local campaign will look similar to last year's based on feedback, however we will not be commissioning videos and will focus on posting local business profiles on social media instead. AKe advised that Leederville Connect may be able to gather some business profiles while they are visiting businesses this year.
- SS suggested the earlier the 2021 Christmas campaign is kicked off, the better to combat online Christmas shopping and advised that a December kick-off date is too late. GC confirmed that we can definitely kick off social earlier than December and Marketing will look at the timeframe again to see where implementation can be pulled forward. Shop Local on social media in November.
- MY suggested a rewards card encouraging 'local first' which would encourage people out of their homes.
- AKe advised she has received feedback that the promotional material (particularly the booklet) last year left out non-retail and food outlets. AKe suggested that this year's Shop Local campaign extend beyond traditional gift shop businesses e.g., include the pharmacist, jewellery store, personal beauty service. CG requested town teams to send through a list of the businesses that they suggest should be included this year.
- SS queried whether the Braithwaite Christmas Tree comes out of the Christmas budget. GL/GC confirmed the tree is supported by a different funding source.
- GC requested feedback on whether traditional decorations are favoured over more modern designs, noting money for traditional Christmas trees do not go far in the budget and that we could potentially do something bigger with the same budget if it is a modern design. Also, that traditional Christmas trees may blend in with the shopfront Christmas displays of other businesses. AKe suggested decals as a fun idea that adds brightness and colour to the street. GL suggested keeping the tree at North Perth (will confirm with North Perth Local) but favouring modern designs everywhere else.
- JF suggested that there may be some quick and inexpensive decorations available by changing the light bulb/covers on existing City-owned light installations to Christmas colours. SS suggested changing the light colours at Axford Park possibly by some sort of coloured cover. TG said the access to the light fixture needs to be considered from a public safety perspective if a light cover could increase the heat of the bulb. GL added that the North Perth Common and Beaufort signs are programmable.

## 5 GENERAL BUSINESS

### 5.1 Action Items

<i>Item</i>	<i>Action</i>	<i>Timing</i>	<i>Responsibility</i>	<i>Completion /Status</i>
4.1 (24 Feb)	Update and circulate draft 'Use Public Space to Grow Your Business' Flipbook	March	GL	To be progressed concurrently with the Vibrant Public Spaces Policy.



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4.3	Request dog bag dispenser be installed in View Street area	May	GL	Discussions had with North Perth Local. <b>Completed.</b>
4.4	Marketing and Partnerships representative to attend future meetings, lead July Christmas Planning discussions and present preliminary consideration for what they are resourced to deliver for Christmas 2021	July	GC	Budget projections to be presented at July meeting. <b>Completed.</b>

## 5.2 Town Team Updates

### *Leederville Connect:*

- AKE provided the update from Leederville Connect.
- Leederville Connect are organising a package of events for the next 5 months and will be seeking LotteryWest and City of Vincent funding. This includes a band style event, Arty Farty Christmas Party, a street party and an open-air movie screening. A commercial Wine Wander event will also be happening in Leederville but Leederville Connect will not be seeking funding for this.
- Leederville Connect has received \$3,500 in City funding for Leederville Welcome Packs that will be given out to the new businesses/staff in Leederville. As empty shops are now being filled and more businesses are coming in, this is an opportune moment to provide the packs such as an entertainment style book in the Republic of Leederville calico bag. The \$3,500 will not cover all the expenses but a decent amount of them. Leederville Connect will be speaking to local businesses to ascertain how they would want to be promoted in the Welcome Pack. GC suggested that Leederville Connect ask at the same time if new businesses would like to be promoted on the City socials.
- AKE expressed disappointment that the streetscape audit was not able to go ahead before the Oxford Street resurfacing road works that are scheduled for August. Leederville Connect feel they have missed out on the opportunity to influence, provide feedback and save the City time and budget. GL advised this was due to the Leederville Town Centre Place Plan not having been adopted, staff changeover, timing of the roadworks and the limited resurfacing budget. GL advised that the City continues to work on internal and external communication and that opportunities to align projects and resources will be sought where possible. The streetscape audit is scheduled for December and will involve Leederville Connect and various City representatives from the City's Engineering, Parks and Policy & Place team.
- Leederville Connect will be providing comments to the City shortly on the locations in the EOI for the Arts Rebound: Town Centre Artworks. The locations for Leederville in the EOI are on the footpath outside Grill'd or the median strip within Leederville Square. The corner of the Grill'd site is limited in space and is where people often congregate. Although the median strip is considered the better option, Leederville Connect want to ensure that the art does not impede on the ability to use the site for events, they do not want something that gets in the way like the lantern structure outside Duende. Needs to be functional to justify the space it will be taking up. Leederville Connect's concern is that there is nothing written in the EOI about this.
- JK advised that a more elevated structure may be a possibility and confirmed the median strip is only the portion directly outside Grill'd.
- Leederville Connect has been shortlisted for a RAC grant for Murals on Melrose to improve the wall at the end of Melrose Street against the Freeway.

### *Mount Hawthorn Hub:*

- MY provided the update from Mount Hawthorn Hub.
- The RAC funding for Little Day Out was not granted, but they have been shortlisted for the Market along Oxford Street North.
- MY has been talking to businesses about the Smoke Free Town Centres project. SS expressed her appreciation for MY's efforts.

### *Northbridge Common:*

- CC provided the update from Northbridge Common.
- The Northbridge sign outside the Rechabite has now been installed.



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- Northbridge Common are engaging businesses on the Smoke Free Town Centres project. JK put forward an offer to help/assist with the project as a veteran of smoke free initiatives since the 1980s. EH to advise the project officer of this.

## 5.3 Other Business

- EH shared on screen the Draft Rebound Roundtable Forward Agenda (*refer Attachment 3 – Draft Forward Agenda*). GL advised that the local start-up company behind the 'OurTowns' app would like to give a presentation at the next Rebound Roundtable meeting. EH to add to forward agenda for August.
- GL advised the August meeting will also discuss the Small Business Development Corporations series of three free workshops that are available and seek feedback on which workshops to host. Also discussed will be the Business Directory and update on this.

## 6 ACTIONS

Item	Action	Timing	Responsibility	Completion/ Status
4.1 (24 Feb)	Update and circulate draft 'Use Public Space to Grow Your Business' Flipbook	March	GL	Delayed. To be progressed concurrently with the Vibrant Public Spaces Policy.
4.2	Add the presentation of the 'OurTowns' app to the forward Agenda for August	July	EH	
4.3	Confirm with North Perth Local if they would like the traditional tree and Christmas decorations at North Perth Common this year.	August	EH	
4.4	Town teams to send through a list of the businesses they suggest should be included in this year's Christmas campaign.	August-October	Town teams	
4.5	Reach out to the town teams about the additional \$60,000 of events funding that was approved at the 27 July Council meeting.	August	ACu	

## 7 NEXT MEETING

25 August 2021

## 8 CLOSURE

The meeting ended at 1.24pm.