



RESIDENTS 3000 INC. COMMITTEE MEETING
HELD ON TUESDAY, 18TH APRIL 2017
AT THE KELVIN CLUB, 14 – 30 MELBOURNE PLACE, MELBOURNE
FROM 6.30PM

MINUTES

1. **Welcome:** John Dall'Amico, the President declared the meeting open at 6.34pm and welcomed all present.
- Present:** John Dall'Amico 6/6, Rafael Camillo 5/6, Artur Hajda 6/6, Steven Myrteza 4/6, Susan Saunders 6/6, Roger Stapley 6/6, and Merle Willis 6/6.

In Attendance: Vinka Zupanovich was welcomed as a casual Committee member.

2. **Apologies:** Denise Reynolds 4/6.
3. **Quorum:** A quorum was declared.

4. **Confirmation of Previous Minutes**

The minutes of the previous Committee meeting held on Tuesday, 28th March 2017 had been circulated to the committee, and were taken as read.

Motion to Accept the March 2017 minutes

Moved: Artur Hajda

Seconded: Roger Stapley

MOTION CARRIED

5. **Business Arising**

6. **Correspondence In / Out**

Correspondence from VicRoads re St Kilda Rd Safety Improvement Study

Artur Hajda had received an email from Elizabeth Warnock from VicRoads on 13 April seeking input on the proposed plans VicRoads have to improve safety on the 5.2km section of St Kilda Road between Linlithgow Avenue and Carlisle Street. They requested whether we would forward information to our email list, via social media, and indicated they would be interesting in meeting with the Committee. This was discussed and it was agreed that R3000 would engage with VicRoads regarding the safety improvement issues, including bicycle safety, which was of interest to CBD residents.

It was noted that Artur Hajda would redraft a response letter to send to Elizabeth Warnock, advising that the R3000 Committee would be pleased to distribute information to its members and to meet with VicRoads. Committee members Susan Saunders, Artur Hajda, and Rafael Camillo confirmed their availability to attend a meeting. Also Steven Myrteza should the meeting be at night.

7. **Treasurer's Report – DR**

Financial Reports for March 2017

The Treasurer, Denise Reynolds had distributed the financial reports for March 2017 to the Committee, which were taken as read.

8. **Membership**

Membership database status - AH

Artur Hajda provided an update to the Committee on membership numbers. John Dall'Amico provided an overview of developments in recent years, noting that membership has been increasing, there has been new branding, and that R3000 now have monthly events and also release articles every month.



Membership benefits

Wording for promotion of entertainment booklet Rafael Camillo referred to an example booklet, i.e. the restaurant and discount voucher booklet for \$70. It was proposed that R3000 discuss with the organisers of the entertainment booklet the possibility of adding a R3000 promotion that could potentially take the form of a discounted R3000 membership, or free event attendance. Susan Saunders and Artur Hajda would work on updating/drafting the proposed wording, and would email it to the Committee for their comments and approval.

9. Marketing / Promotion

CBD News / articles, advertising and promotion

Susan Saunders had distributed an article on trees to the Committee for comments prior to submitting it to CBD News for inclusion in the May edition of CBD News due out in coming days. Artur Hajda advised that he had also spoken with the editor of CBD News in relation to publishing some of the recent survey results. Artur noted that Shane Scanlon would add commentary to the survey results article, and that the results would also be posted on the R3000 website.

Advertising events – advertising outlets City Sessions and Meetup

City Sessions:

Artur Hajda noted after some research that City Sessions, a City Precinct project, was only for its business members. It was therefore not relevant for R3000 to be promoted through this forum.

Meetup:

Artur Hajda noted that Meetup was a website organisation operating since 2011 that co-ordinates meetings for various interest groups. Artur noted that R3000 would seek to advertise R3000's monthly events on the site, and that he would prepare the draft material.

10. Fundraising / Grants / Sponsorship / Relationship Building

Sponsorship Update

John Dall'Amico provided an update on sponsorships, i.e. new sponsor Harvey Norman and the three current sponsors. John noted that unfortunately R3000 has lost the electrical sponsor, and that he would approach a prospective electrical contractor to fill the position.

John also noted that another proposed sponsor is an auto mechanic who comes to the CBD to perform his services. He suggested other potential sponsors to consider, such as internet provider Spirit Telecom. The aim was to seek sponsorships of up to \$10,000 per year which would assist R3000 to be much more effective.

John advised that ACL Cleaning had provided a special sponsorship cleaning service to long-term R3000 members in need of support due to family crises. John noted that a thank you letter has since been received, and that ACL Cleaning would continue to perform this type of assistance when they have spare time and there is a special need.

Sponsorship Agreement review – Web & Social Media

Artur Hajda noted that terms and conditions of sponsors needed to change as sponsorship categories are being amended. A discussion ensued regarding the categories of sponsors, how they are promoted, and what they receive for sponsorship. Artur noted that there could be a special category of sponsor to provide articles only, with the link to be included in the R3000 monthly newsletter.

Action: Artur to draft proposed sponsorship categories and to distribute to the Committee ahead of the next Committee meeting.

2018 CoM Community Grant Application

A discussion was held with regards to the outcome and recipients of the 2017 grant application, and what is required to successfully apply for a grant. John Dall'Amico provided background history of the previous three R3000 grant applications lodged and amounts applied for, and the resulting grant funds received.

Susan Saunders noted that a good approach might be a suggestion by Denise Reynolds that R3000 apply for funding for catering at events, e.g. 11 events for \$400, and that it be promoted as community engagement and council promotion.



Action: It was noted that Roger Stapley and Vinka Zupanovich would prepare this year's application. Susan Saunders to provide a copy of last year's application to assist.

11. Website Update

Artur Hajda referred to the website changes as discussed at the previous Committee meeting and confirmed that the website would become page based, that there would be a more prominent position for sponsors and links, and that events would have their own page.

12. Social Media Update

It was noted that the R3000 page and events are being promoted on social media. Rafael Camillo requested that the Committee ask people to "like" the R3000 Facebook page, and noted that another way to boost posts, particularly promotion of events, is to make a payment to promote the content. Rafael noted that Steven Myrteza is doing an excellent job maintaining Facebook posts. Artur Hajda advised that he would be working on our current Twitter account during the month.

13. Events – Plan for 2017 Events and AGM

Rafael Camillo updated the Committee on upcoming events, and confirmed that the next event scheduled to be held on 4 May 2017 would be on trends in the city and a property market update on leasing/renting apartments with proposed speakers Scott McElroy and Kim Davies from hockingstuart, followed by Artur Hajda discussing the results of the recent survey. It would include the content in the CBD News article, but would also include more graphics. It was noted that a hockingstuart article from Scott McElroy was planned to be included in our Newsletter.

The following (1 June 2017) event being planned would either be Owners Corporation issues with speaker Rick Deering or the City of Melbourne on Waste Management and Greening, followed by another Trivia Night. It was noted that there was not enough news on the Vic Market project currently for an event on the topic to be held soon.

The proposed tentative remaining events for the 2017 are currently as follows, on the first Thursday of each month:

4 May 2017	- Melbourne's Property Market – Update
1 June 2017	- Owners Corporations – Developments and Advice
6 July 2017	- Trivia Night
3 August 2017	- City of Melbourne – Waste Management and Greening Laneways
7 September 2017	- AGM plus speaker and entertainment
5 October 2017	- Town Planning Amendments
2 November 2017	- City of Melbourne – Graffiti, Safety, CBD CCTV Cameras, and Planning
7 December 2017	- Social Event – Christmas Drinks

14. Projects and Programs

"3000 Steps" project update

Artur Hajda advised that there was no further update, and noted that there would be one more walk arranged by Fiona Sweetman as originally planned. Artur noted that Melanie, the Treasurer of City Precinct would like to arrange two events with R3000 to interact with residents, and that it may take the form of more walks.

15. General Business

Artur Hajda led a discussion regarding new members attending R3000 events, and suggested that they needed to be given a warm welcome to encourage them to continue to attend and to bring others. It was noted that new members would be welcomed by name by Dall'Amico at the start of each event. Committee members were encouraged to introduce themselves and to interact with new members. It was also noted that the door prize was a great idea, and that Vinka Zupanovich had won the prize the previous month.

Susan Saunders noted that progress was being made with social media, which was starting to show results. Sue thanked Artur Hajda for his hard work over the last month and Steven Myrteza for his persistence and dedication in



keeping the Facebook page and Pinterest going. Rafael Camillo noted that R3000 social media was attracting a different demographic.

16. Next Meeting

Meetings are scheduled to be held on the last Tuesday of the month (and the second last Tuesday of the month if coinciding with the same week as the drinks night). It was confirmed that the next Committee meeting would be held at 6.30pm on Tuesday, 23rd May 2017.

Vinka Zupanovich's involvement was discussed, and Vinka was formally welcomed as a casual Committee member to fill the vacancy left by Lisa Liow.

17. Meeting Close

The meeting was declared closed at 8.07pm.

Confirmed as correct.

[signed]

John Dall'Amico, President

Date: 23 May 2017