



MELBOURNE CBD COMMUNITY NETWORK

RESIDENTS 3000 INC. COMMITTEE MEETING  
HELD ON TUESDAY, 27<sup>TH</sup>JUNE 2017  
AT THE KELVIN CLUB, 14 – 30 MELBOURNE PLACE, MELBOURNE  
FROM 6.30PM

**MINUTES**

**1. Welcome:** Susan Saunders, the Vic-President, declared the meeting open at 6.34pm and welcomed all present, given that John Dall'Amico, the President was an apology for this meeting.

**Present:** Rafael Camillo 7/8; Artur Hajda 8/8; Denise Reynolds 6/8; Susan Saunders 8/8; Roger Stapley 8/8; Merle Willis 8/8; and Vinka Zupanovich 3/8.

**2. Apologies:** John Dall'Amico 7/8; Steven Myrteza 4/8.

**3. Quorum:** A quorum was declared.

**4. Confirmation of Previous Minutes**

The minutes of the previous Committee meeting held on Tuesday, 23<sup>rd</sup> May 2017 had been circulated to the committee, and were taken as read.

**Motion to Accept** the May 2017 minutes

**Moved:** Roger Stapley

**Seconded:** Artur Hajda

**MOTION CARRIED**

**5. Business Arising**

**6. Correspondence In / Out**

**Correspondence from the Entertainment booklet – Activity Statement.**

Receipt of the above correspondence was noted.

**Receipt of correspondence from the City of Melbourne regarding Grant application.**

Receipt of the above correspondence was noted. To be discussed at 8.

**7. Treasurer's Report – DR**

**Financial Reports for May 2017**

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

**Motion to Accept** the May 2017 minutes

**Moved:** Denise Reynolds

**Seconded:** Susan Saunders

**MOTION CARRIED**

Denise advised that the invoice to Harvey Norman would be reversed if the payment had not been received by 30 June 2017. It was noted that the Kelvin Club invoice had not been received yet, and that \$1,000 had been transferred from PayPal to the cheque account.

**8. Fundraising / Grants**

**City of Melbourne (COM) Community Grant Applications**

An email had been received from the COM advising that further to a change to the funding model that groups could apply for up to \$1,550 to cover the operational costs, and that they had received Residents 3000 application for this funding. Resident groups are also eligible to apply for project funding through the general community grants program,

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however it excludes operational or core costs. R3000's application for monthly "Forum 3000" events were deemed to be "core costs" and was therefore ineligible for funding under the general Community Grants Program. A discussion ensued in relation to the outcome of the general community grants application. It was noted that John Dall'Amico, Susan Saunders and Artur Hajda would draft a letter to the COM in response.

## 9. Sponsorships

### Sponsorship Update

It was noted that this was a work in progress and would be discussed at the next meeting.

### Sponsorship Agreement review – terms and conditions / update

This is also a work in progress.

## 10. Membership

### Membership database status - AH

Artur Hajda noted that there had in effect been no change to membership numbers this month, but that a number of event attendees had paid \$5 to attend. Artur advised that all memberships expire on 30 June 2017 when renewals then would become due.

### Membership documents - AH

Artur Hajda advised that he and Susan Saunders were revising website documents such as Terms and Conditions and Privacy that affected the membership pages of the website. This is a work in progress.

### Membership benefits – RC & AH

#### Entertainment booklet promotion

Rafael Camillo provided an update of the number of entertainment books sold so far. Rafael noted that this is a form of passive income, and that interstate books are available as well as for Melbourne. Rafael advised that the book is valid for use from 30 June 2017 for 1 year. It was noted that Rafael would continue to promote the entertainment book. Artur Hajda noted that one of the activities next year to drive membership would be the flight promotion.

## 11. Marketing / Promotion

### Communication Strategy - AH

Susan Saunders noted that a theme/vision was being considered for R3000 next year. The theme was to increase "awareness" of R3000 making increased use of social media to effect the aim.

### Advertising and promotion

#### CBD News Articles

It was noted that the latest R3000 CBD news article was about Owners Corporations, following the recent event on the subject. Susan noted that she has an article planned regarding the 3D Activity Development Monitor for the next edition, which she was planning to send in early.

#### CBD News Advertorial Idea for local City Businesses

Susan Saunders advised the Committee regarding the idea for R3000 to interact with small businesses, and to assist with advertorials of one business at a time, initially with City Precinct. Susan noted that Fiona Sweetman of Hidden Secret Tours received an award from COM for being an outstanding business and that is where the concept originated. Mock-ups are being considered, with the idea that advertorials would appear on the same page as R3000 articles in the CBD News. This is to be discussed further with City Precinct and CBD News.

#### Meetup trial (AH)

It was noted that the Meetup trial starts in July for 3 months.

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### 12. Website Update

Arthur Hajda advised that R3000 had purchased a new theme which was expected to be uploaded before the next event, although not before the next newsletter was distributed. Artur noted that website information regarding membership and privacy, etc. needed updating first, and more information and links were needed.

### 13. Social Media Update

Artur Hajda advised that more would be done with social media after the website was updated. He noted that there would be more shared articles, and that currently there were only shared events.

Artur advised further that they were considering adding a page on the website introducing buildings in the city, and to report on architecture, history, current information, sustainable aspects, and owners corporation managers, etc.

Artur noted that he already had seven potential buildings lined up, but that they would be promoted one at a time.

A potential name for the page was discussed, and Artur proposed the name "3000 living".

**Moved:** Arthur Hajda  
**Seconded:** Susan Saunders  
**MOTION CARRIED**

**Action:** Artur to provide a template of building information needed, which he was considering including in one of the newsletters.

Artur advised that he had received the Facebook admin rights from Steven Myrteza.

### 14. Events – Plan for 2017

#### Status Report – Forum 3000 events planned – RC

Rafael Camillo updated the Committee on upcoming events, and confirmed that the next event was scheduled to be held on 6 July 2017. The guest speaker would be Melinda Clark from the Melbourne Map, followed by Survey Results from Artur Hajda. This would be followed by the Council event in August for which East Enders would be a sponsor. It was noted that four Committee members would be absent for the AGM in September, and that the November event may be a trivia night.

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

|                  |                                                                                                                           |
|------------------|---------------------------------------------------------------------------------------------------------------------------|
| 6 July 2017      | - Melbourne Map and Survey Results by Artur Hajda                                                                         |
| 3 August 2017    | - City of Melbourne – Waste Management, Greening Laneways,<br>and new project – How residents can be involved in Laneways |
| 7 September 2017 | - AGM plus speaker (15 mins) – Victoria Police or 3D Development Activity Monitor<br>and some entertainment               |
| 5 October 2017   | - Town Planning Amendments – with new City of Melbourne Councillor Nicholas Reece                                         |
| 2 November 2017  | - Trivia Night                                                                                                            |
| 7 December 2017  | - Social Event – Christmas Drinks                                                                                         |

### 15. Projects and Programs

#### "3000 Steps" Residents 3000 project update

Artur Hajda advised that the last planned walk was held recently with Fiona Sweetman. There had been capacity for 12 approximately, with 14 in attendance at the walk. It was noted that work was being done to bring back 3000 Steps possibly using "My Free Tours".

### 16. General Business

Susan Saunders provided an overview of attendees at events, as recorded in the database.



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**17. 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, 25<sup>th</sup> July 2017.

**18. Meeting Close**

The meeting was declared closed at 7.34pm.

Confirmed as correct.

[signed]

John Dall'Amico, President

Date: 27 July 2017