

## Village Heart Marketing Fund Committee Meeting Minutes

**Date:** 10 March 2020 at 9am – 10:30am  
**Venue:** **Payinthe, City of Prospect**  
**Meeting Chair:** Sara Della Verde, Maras Group  
**Present:** Ying Yuan, Soonta; Liyan Ye, Soonta; Daniel Adams, City of Prospect; Emma Grivell, City of Prospect

<p><b>1.</b></p>	<p><b>Previous Meeting Minutes</b>          Committee attendees were updated on the previous February meeting outcomes by email distribution of the meeting minutes and background.          The February meeting minutes were accepted by the Village Heart Marketing Fund Committee.</p>
<p><b>2.</b></p>	<p><b>Council Meeting outcomes – Vine Street Plaza &amp; Collinswood</b>          City of Prospect staff updated meeting attendees on the outcome of the recent Council meeting.          Vine Street Plaza will be undergoing construction from mid-year onwards and should mean that the May event and Christmas activations will not be impacted by this.          The Collinswood beautification and placemaking project could act as a pilot for public realm works sought after by the Village Heart Marketing Fund Committee.          City of Prospect staff will keep the committee and wider business community informed about these matters.</p>
<p><b>3.</b></p>	<p><b>Surveys and Feedback</b>          Tourrific Prospect Street Party 2020:          Stallholder survey is now open for you to provide your feedback on the event as a stallholder, business, or event-goer.          This month a survey will be distributed for businesses to provide feedback on various events and campaigns to evaluate the efforts of the Village Heart Marketing Fund Committee.</p>
<p><b>4.</b></p>	<p><b>Prospect Road Photography</b>          The additional photoshoots will be completed on Thursday 26 and Friday 27 March. This schedule will be distributed to businesses soon. Businesses need to keep in mind that dates may be rescheduled due to weather. Confirmation will be required from businesses to be included on the day.</p>
<p><b>5.</b></p>	<p><b>SALA Street – Prospect Road</b>          The South Australian Living Artists (SALA) Festival staff have contacted City of Prospect staff about Prospect Road becoming a SALA Street. City of Prospect staff have information guides for businesses who would like to be involved by hosting an exhibition.</p>
<p><b>6.</b></p>	<p><b>Advertising - Adelady</b>          The following businesses have indicated that they would like to be featured in the Adelady double page: Café Komodo, Schinella's, Mekko Market, Retrovintage, Indy Love, Soonta, and Healthy Inspirations. City of Prospect staff to promote that only three places remain. City of Prospect staff to finalise this agreement.          Adelady writers will be in contact with businesses in April/May 2020 to organise features.</p>
<p><b>7.</b></p>	<p><b>Discover Prospect Road Market 2020 &amp; Mother's Day</b></p>

	<p>Event details:</p> <ul style="list-style-type: none"> <li>• Saturday 9 May - 10am-3pm* - Town Hall &amp; Vine Street Plaza</li> </ul> <p>City of Prospect staff investigated the Town Hall availability for the 1st or 2nd Saturday in May 2020. City of Prospect staff also investigated the outcome of the Vine Street Plaza upgrade construction and ensured timelines would be suitable (ie: Before construction). Another consideration will need to be the new Town Hall food tenant and their construction dates, however this is not yet finalised. Event planning for the pilot seasonal market occurred in this meeting. The 'Discover Prospect Road Market' will take place on the 9<sup>th</sup> of May from 10am until 3pm (similar to the Prospect Spring Fair). This will coincide with Mother's Day (10 May) promotions, of which is a key focus of the businesses. Stalls will be free for local Prospect Road (Village Heart Marketing Fund) businesses. City of Prospect staff will put together a brief for businesses to inform them and encourage participation.</p>
<b>8.</b>	<p><b>Christmas on Prospect 2020</b></p> <p>Dress your business competition for Christmas on Prospect: City of Prospect staff have made a tentative advertising booking in the first edition of the 2021 City of Prospect magazine. This will be the prize of the Christmas on Prospect decoration competition. Therefore the committee should consider budgeting \$695 for this initiative in the new financial year. Christmas on Prospect Vine Plaza Activation will be discussed in the Annual Business Plan brainstorming.</p>
<b>9.</b>	<p><b>Village Heart Marketing Fund Annual Business Plan 2020/2021</b></p> <p>Planning to commence before next meeting in April:</p> <ul style="list-style-type: none"> <li>• Survey will be available soon for businesses to complete</li> <li>• Businesses will be provided with an Annual Business Plan workbook and encouraged to bring to next meeting for brainstorming</li> <li>• Draft Annual Business Plan will be provided May meeting</li> </ul> <p>In May 2020, City of Prospect's Annual Business Plan and Budget Consultation will begin, which will also be communicated.</p>
<b>10.</b>	<p><b>What's on?</b></p> <p>Upcoming business events and promotions?</p> <ul style="list-style-type: none"> <li>• Adelaide Fringe</li> <li>• Blackfriars – Prospect Road Autumn Fair</li> <li>• SALA Festival</li> <li>• Easter</li> <li>• ANZAC Day</li> <li>• Mother's Day</li> </ul> <p><b>Reminder:</b> Submit your opening hours over public holidays to Emma</p>
<b>11.</b>	<p><b>Next Steps</b></p> <ul style="list-style-type: none"> <li>• Book Adelady double page feature and pay in this financial year</li> <li>• Complete Channel 44 photography in March 2020</li> <li>• Distribute Discover Prospect Road Market brief and organise</li> </ul>
<b>12.</b>	<p><b>Close and next Village Heart Marketing Fund Committee meeting</b></p> <ul style="list-style-type: none"> <li>• <b>Tuesday 14 April 2020</b> <b>9am-10:30am, Payinthe, 128 Prospect Road (Level 1)</b></li> </ul>