

**CHAPEL STREET PRECINCT ASSOCIATION INC.  
ANNUAL GENERAL MEETING MINUTES 2020:21**

<GUESTS WERE ASKED TO LOG IN FROM 5.20 PM FOR A 5.30 PM START -PLUS- COULD TEST THEIR CONNECTIONS FROM 5.00 PM>

**ZOOM WAITING ROOM (PRE-MEETING)**

<Mr Patrick Moriarty (PM) the CSPA external governance contractor validated that a \*quorum had been reached prior to all guests being moved out of the digital waiting room to commence the meeting. The below was communicated in the chat function to guests in the CSPA Zoom waiting room. RSVP list in Appendix A below>

*(exact copy) Please note we're just waiting to confirm a quorum is present, as soon as it is, we'll start. If you have not done so already, the CSPA Annual Report 2020:21 can be downloaded from our member microsite - chapelstreet.com.au/members.*

*Please note the 'chat function' will not be available in this Zoom meeting by participants so as to not distract from the content of our AGM.*

**1. WELCOME (INTRODUCTION)**

Ms Chrissie Maus (CM) advised the AGM that a quorum had been reached and the meeting may proceed.

An acknowledgement of country and a welcoming address was made by Mr Justin O'Donnell (JO).

Attendees were reminded that the Annual Report was available online and should be downloaded.

Attendees were advised of the protocol for voting via Zoom should voting be required.

JO advised that there were no special resolutions for the AGM and that the Chapel Street Precinct Constitution stands as of the 13th of February 2019. He also added no questions had been submitted in writing.

<PAUSED> CM/JO - CHECKED TO SEE IF ANY HANDS WERE RAISED FOR QUESTIONS, NONE WERE RAISED.

JO introduced a number of special guests and advised that the AGM was supported by a governance contractor to oversee the detailed due diligence of the digital AGM, ensuring the CSPA continues benchmark corporate governance.

*Special guests were noted.*

The Mayor of the City of Stonnington - Cr. Kate Hely,  
Cr Marcia Griffin,  
Cr Alexander Lew,  
Cr Mike Scott,  
Cr Nicki Batagol,  
and City of Stonnington CEO - Jacqui Weatherill.

JO specifically thanked Cr Griffin and Cr Lew for the empathy and care they have shown our Association and our businesses on many occasions over the last year.

<PAUSED> CM/JO - CHECKED TO SEE IF ANY HANDS WERE RAISED FOR QUESTIONS, NONE WERE RAISED.

## **2. APOLOGIES**

JO acknowledged the following apologies:

Cr Jami Klisaris,  
Cr Matthew Koce,  
Cr Melina Sehr,  
Cr Polly Morgan,  
And our Local Member for Prahran, Sam Hibbins MP.

JO introduced the Chapel Street Precinct Board of Directors and the team to thank them for their support during the past 12 months.

## **3. ACCEPTANCE OF MINUTES OF PREVIOUS ANNUAL GENERAL MEETING**

The motion to accept the previous minutes of the AGM was made by the Chair (JO).

**JO moved to ratify that the minutes of the previous Annual General Meeting 2019:20, as posted on the Chapel Street member webpage, are accepted as true and correct -**

The motion was moved by Andrew Szoeki (ZOK)  
The motion was seconded by Jonathan Somers (JS)

The motion was carried unanimously.

<PAUSED> CM/JO - CHECKED TO SEE IF ANY HANDS WERE RAISED FOR QUESTIONS, NONE WERE RAISED.

## **4. CONFIRMATION OF PROXIES**

The Chair (JO) advised that no proxies had been received.

<PAUSED> CM/JO - CHECKED TO SEE IF ANY HANDS WERE RAISED FOR QUESTIONS, NONE WERE RAISED.

## **5. TREASURER'S REPORT - FINANCIAL OVERVIEW**

The Treasurer, Ms Carlie Lansdown (CL), advised that members were able to view financial statements on page 29 of the Annual Report 2020:21. She added that this detailed that CSPA had received approximately \$1.19 million in revenue and spent around \$1.15 with a surplus this year of around \$45,000. It was noted that CSPA had sufficient assets to meet its liabilities and as such are in a position where CSPA can meet its financial obligations.

It was noted that the financials had been independently audited by the external company Collins & Co.

It was further noted as acknowledged in this year's external independent auditor letter, the hard work, and meticulous efforts, of CSPA General Manager, Ms Chrissie Maus and Chair, Mr Justin O'Donnell.

Mr Jack Hall was thanked for the formation of a Remuneration Committee, for which he is the Chair and the work this charter undertakes in evaluating the remuneration and benefits to the GM, in addition to the honorarium received by the Executive Chairperson of the Board.

CL tabled the Financial Report for acceptance and called for a mover and a seconder.

The motion was moved by Chris Voyias (CV)  
The motion was seconded by Jonathan Somers (JS)

The motion was carried unanimously.

<PAUSED> CM/JO - CHECKED TO SEE IF ANY HANDS WERE RAISED FOR QUESTIONS, NONE WERE RAISED.

## **6. EXECUTIVE CHAIRPERSON/PRESIDENT REPORT**

*The Executive Chairperson/President (JO) noted:*

**He was most proud of the way CSPA had come together as a community and, this year more than ever, the work CSPA had done to advocate on its members' behalf.**

JO said "Over the last 12 months, the CSPA has demonstrated their commitment to lead and be unwavering in our passionate support. As we hope you can see from this year's Annual Report, we have been again far from idle during the pandemic."

It was noted that during the Victorian COVID second shut down, a high percentage of businesses again reported a harrowing drop in turnover between 70% to 100%. Additional State and Federal Government support packages were integral to limiting the number of businesses that otherwise would have been forced to close.

It was noted that the blue sky was that Chapel Street Precinct saw more businesses open than close in the last year, which bucked the trend compared to many other shopping precincts. It was further noted that this was an absolute testament to the community supporting CSPA's TWO WORDS. SUPPORT LOCAL message and coming together to support those who needed them most.

Some key achievements and highlights were noted:

### SHOPPING SOCIAL DISTANCING STYLE

This digital marketing was created to see CSPA lead the way with social distancing protocols and reinforce this important message to build trust using a comedic and light-hearted creative to cut through a COVID-fatigued community. Video views totalled a significant 150,000+ and this marketing was featured in 43 pieces of free media.

### CHAP-DRIVE-THRU

The hugely popular CHAP-DRIVE-THRU campaign was continued. This major marketing blitz encouraged people to order and collect their orders direct to help keep profits in CSPA businesses and support local jobs. The marketing received significant Australia wide traction with complete media coverage saturation. The CSPA gained feedback from a number of businesses that their takeaway orders (collected by customers) had increased significantly and this campaign was putting critical profits back into their pockets. Video views for this campaign totalled 240,000+ and gained a 1.08 million audience reach from free media gained.

### THE SOUL OF CHAPEL

An emotive documentary series featuring the heroes of Chapel Street Precinct, business owners and operators titled The Soul of Chapel. This put a human face to our precinct at such a critical time. This was the first-ever TV commercial for Chapel Street Precinct, shown across channel Nine and their digital platforms. The total reach for this campaign has been 1.1million+ so far.

JO further noted that on page 22 of the Annual Report 2020:21 members could also review a significant amount of CSPA member feedback. JO noted CSPA had been busier than ever ensuring that they are there side by side with their members, creating a sense of community and support instead of isolation. A huge increase in member engagement was noted yet again this year and support of CSPA's innovation at a time when members needed the association most.

<PAUSED> CM/JO - CHECKED TO SEE IF ANY HANDS WERE RAISED FOR QUESTIONS, NONE WERE RAISED.

## **7. GENERAL MANAGER REPORT**

CM thanked JO and recognised the dedication and hours he had been undertaking to support the precinct.

It was noted that after this amount of time, Chapel Street Precinct's economy was on a knife's edge. Many are experiencing PTSD and businesses are scared. It was noted businesses needed certainty and clarity about when they can plan to welcome back customers. CM noted they (CSPA) are unwavering in their push for this.

However, it was identified that there are green shoots coming. *As we start to open up, we will come back stronger and our precinct will be the most talked-about location in Australia with the plans we have in place. As things get harder, we double*

down. *We have shown we have your backs.*

It was noted that the GM would like to recognise how proud she was of the CSPA team. For the brave advocacy and their united front. *We are a true team and our culture is something we all collectively should be proud of.*

CM noted that she was proud they stayed vehemently true to their members who needed them the most and for those that were there to support them, she thanked them. This included John Gilbert from Pran Central.

CM identified that campaigns drove tangible, data-driven results for the community struggling in the pandemic period. It was noted these were outlined in detail in the Annual Report.

CM noted that over the next year, CSPA would undertake initiatives in line with our strategy, including:

- Continuing to embed our member-first culture
- Undertaking a continuous digital transformation to increase our impressive following
- Deliver even greater value for special rate payment for our members (via free media)
- Implement our ambitious COVID Recovery Plan
- Measure the non-financial impact of our activities
- Further increase member engagement and collaboration
- And continuing to focus on a fairer spread of special rate funds across all suburbs, business categories, and day-night trade

It was identified that the CSPA digital platforms had seen outstanding trending growth and Events and Marketing Project Manager Michelle Fifi had been instrumental in driving this growth for CSPA's members.

*CM invited the City of Stonnington Cr Marcia Griffin to say a few words.*

*CM invited Andrew Szoeki (ZOK), to explain as a representative of the Chapel Street Precinct (CSP) nighttime sector, how people in the hospitality sector were feeling right now.*

*CM thanked ZOK for his CSPA contribution and support.*

*CM invited Jonathan Somers (JS) from Next Practice Prahran, to talk about Greville St and the CSP healthcare sector.*

*CM thanked JS for his CSPA contribution and support.*

The President and GM reports were tabled as read.

<PAUSED> CM/JO - CHECKED TO SEE IF ANY HANDS WERE RAISED FOR QUESTIONS, NONE WERE RAISED.

## **8. ELECTION OF THE CSPA BOARD**

JO congratulated Ms Maus (CM) (CSPA General Manager) on her five year anniversary with the CSPA. JO highlighted the tireless and unwavering efforts of CM, the countless early mornings, late nights, media interviews and how her years of experience and building relationships in the media, puts CSPA in the press and keeps CSPA top of mind. JO recognised CM's AMI award as the Victorian CMO of the year and being a National finalist. He recognised her grace in adversity, hard work and dedication during COVID-19. JO recognised the sheer amount of output from an office of only two full-time staff.

The Chair requested that the governance contractor (PM) conduct the election.

It was advised that under the constitution, if only one member is nominated to a position (without challenges), they must be declared the member elected to that position. The following members nominated for the Chapel Street Precinct Association Board without challenge and were therefore elected unopposed -

**Member Kristian Pirotta (Old Mate Windsor Cafe), nominated by Justin O'Donnell (Print Express)**

**Member Justin O'Donnell (Print Express), nominated by Chris Voyias (Delphi Bank)**

**Member Chris Voyias (Delphi Bank), nominated by Justin O'Donnell (Print Express)**

**Member Kerry Kalendra (MTA Mortgage Brokers), nominated by Bec Dent (F45 Prahran)**

**Member Jonathon Somers (Next Practice Prahran), nominated by Justin O'Donnell (Print Express)**

It was further noted that as per clause 39 (6), any remaining vacancies shall be treated as casual vacancies and may be filled by the Board in accordance with the CSPA Constitution.

<PAUSED> CM/JO - CHECKED TO SEE IF ANY HANDS WERE RAISED FOR QUESTIONS, NONE WERE RAISED.

## 9. CLOSE

The Chair (JO) thanked PM and thanked the CSPA Board, members and staff again. The Chair added that he looked forward to continuing a collaborative future and welcomes the diversity all the Directors collectively bring.

The Chair on behalf of the Chapel Street Precinct Association expressed admiration to members for their resilience and trust over what had been an exceptionally tough 17 months. ***The bravery and innovation the businesses of Chapel Street Precinct have shown through the global pandemic is to be admired.***

The Chair concluded proceedings announcing the close of the CSPA digital AGM 2020:21 at 6.18 pm.

-ENDS-

## \*\*\*APPENDIX A - MASTER RSVP LIST\_AGM 2020:21

FINAL QUORUM COUNT	NAME	COMPANY / BUSINESS		FINAL ZOOM ATTENDANCE	NOTES (RSVP   OTHER)
1	Justin O'Donnell (JO)	Print Express	CSPA Chair (Board)	RECORDED	RSVP'd yes   BOARD APPLICATION RECEIVED
2	Chris Voyias (CV)	Delphi Bank	CSPA Director (Board)	RECORDED	RSVP'd yes   BOARD APPLICATION RECEIVED
3	Andrew Szoeki (ZOK)	Studio Legal	CSPA Director (Board)	RECORDED	RSVP'd yes   12MONTHS INTO TWO-YEAR TERM
4	Carlie Lansdown (CL)	Soak Bar & Beauty	CSPA Director (Board)	RECORDED	RSVP'd yes   12MONTHS INTO TWO-YEAR TERM
5	Jonathon Somers (JS)	Next Practice Health	CSPA Director (Board)	RECORDED	RSVP'd yes   BOARD APPLICATION RECEIVED
	Jack Hall (JH)	Thorne Harbour Health	CSPA Director (Board)	RECORDED	RSVP'd yes
	Matthew Lanigan (ML)	Rent Convertors	CSPA Director (Board)	RECORDED	RSVP'd yes
6	Kristian Pirotta	Old Mate Windsor Cafe (Owner)	Member	RECORDED	RSVP'd yes   BOARD APPLICATION RECEIVED (NEW)
7	Karen Reynolds	Quest Prahran (Franchisee)	Member	RECORDED	RSVP'd yes
8	Travis Barrington	Liquid HQ (Owner)	Member	no show	RSVP'd yes (did not attend)
9	Kerry Kalendra	MTA Mortgage Brokers (Director)	Member	RECORDED	RSVP'd yes   BOARD APPLICATION RECEIVED (NEW)
	Colin Kelly	Naughty Nancys (Venue Manager)	Member	RECORDED	RSVP'd yes
10	John Gilbert	Precision Group (VIC Property Manager)	Member	RECORDED	RSVP'd yes
11		Precision Group (Pran Central Marketing Manager)	Member	RECORDED	RSVP'd yes
N/A	Gemma Bucholtz		Member		

12	Phil Anderson	Smitten Kitten Cocktails (Director)	Member	RECORDED	RSVP'd yes
13	Alison Baker	Alison's Corner Shop & Bread (Owner)	Member	RECORDED	RSVP'd yes
14	Liam Ganley	Angus & Bon (Owner)	Member	RECORDED	RSVP'd yes
15	Colin Moxey	Colin Moxey Hairdressing (Owner)	Member	RECORDED	RSVP'd yes
16 & 17	Maurizio Vasile	Representing - The Osborne & AG Clothing	Member (Representing x two businesses)	RECORDED	RSVP'd yes
18	Josie Baynes	Wilbebest (Executive Producer)	Member	RECORDED	RSVP'd yes
19	Mike Scott	Uniting Prahran	Member	RECORDED	RSVP'd yes
N/A	Alex Lew	City of Stonnington (Cr)		RECORDED	RSVP'd yes
N/A	Jacqui Weatherill	City of Stonnington (CEO)		RECORDED	RSVP'd yes
N/A	Kate Hely	City of Stonnington (Cr / Mayor)		RECORDED	RSVP'd yes
N/A	Marcia Griffin	City of Stonnington (Cr)		RECORDED	RSVP'd yes
N/A	Nicki Batagol	City of Stonnington (Cr)		RECORDED	RSVP'd yes
N/A	Katherine Shamaï	Grant Thornton (not displayed on Zoom)	Auditor (appointed by Stonnington)	RECORDED	RSVP'd yes
N/A	Peter Andersen	Grant Thornton (not displayed on Zoom)	Auditor (appointed by Stonnington)	RECORDED	RSVP'd yes
N/A	Patrick Moriarty (PM)	CSPA Governance Contractor (Our Community)	External Governance Contractor (To oversee Proceedings)	RECORDED	RSVP'd yes
N/A	Michelle Fifi (MF)	Chapel Street Precinct Association (PM)	CSPA Officer	RECORDED	RSVP'd yes
N/A	Chrissie Maus (CM)	Chapel Street Precinct Association (GM)	CSPA Officer	RECORDED	RSVP'd yes