

MUIZENBERG IMPROVEMENT DISTRICT
Minutes of the Board Meeting held on Tuesday 15 May 2012
17:00 at Revenue Red, Atlantic Road, Muizenberg

Present:

Name	Position	Abbrev
Mike Romyn	Chairman	MR
Mark Robinson	Director	MarkR
Elizabeth Milne	Director	EM
Peter Wright	Director	PW
Anthony Dietrich	Director	AD
Janet Annandale	Director	JA
Karen Jordi	MID Manager	KJ

Apologies: Steven Frankal, Dave D'Alton

Matters for Attention: Implementation Plan (effective July 2012)
 GRIT contract (long over-due – never been concluded)
 Beachfront parking (in process)
 Company strategy & business plan (long over-due)
 Project reviews (needed for financial year)

No	Agenda Item	Decision	Action (Who?)	When
1.	Minutes of Previous Meeting	The minutes for April were approved.		
2.	Matters Arising	<ul style="list-style-type: none"> • None 		
3.	Beachfront	<ul style="list-style-type: none"> • Surfer's Circle: PW signed the Permissions Agreement with Schedule A and accepted the Standard Conditions pertaining to the project as required by CoCT. Gordon Verhoef proposed advertising to raise funds with a banner around the structure; PW to check about including CoCT branding. • Maintenance & Painting: MR noted the onset of winter and asked that MID consider subsidizing Edwin Genade's team of volunteers again. EM suggested the Beach Buddies contract with the council to do painting and maintenance on the beachfront. MR said EM should discuss with Myles Spolander and invited EM to join the Muizenberg Partnership meeting on Sun 20 May. 	<p style="text-align: center;">PW</p> <p style="text-align: center;">EM</p>	20/05

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4.	Cleaning & Greening	<ul style="list-style-type: none"> • Beach Rd: JA reported that relying on volunteers to establish greening projects was not working; MID will need to contract these services to ensure project implementation. Karen Hultzer will upgrade the irrigation system for the palms; thereafter Lisle will manage irrigation of the palms. • Public Art: Again relying on volunteers is delaying progress. JA is waiting for Alexi and Dan. • Metrorail: The rail reserve is private property. Discussion ensued about what policy MID should take towards effecting cleaning along the railway line with different points of view: PW doesn't agree that MID should clean this; MR would like Living Grace to take responsibility; EM suggests MID should pressure businesses and property owners to clean up their own properties. KJ offered to explore possibilities with Living Grace and Metrorail. • Street cleaning: MR complained about the condition of Atlantic Rd. KJ explained that this area is maintained by the council's cleaning team, not Living Grace. KJ to address the matter with council. MR suggested MID should use Beach Buddies to clean the streets instead of Living Grace. EM said this could be future possibility but not now. 	KJ	ASAP
5.	Financials	<ul style="list-style-type: none"> • April Financial Report: The financial report had not been completed. • Reimbursement: AD received report from ISL indicating R70,000 reimbursement from the retention fund would be due to MID in Oct. • Beach Buddies: MR asked for an allocation to the BB's to cover the maintenance discussed in Point 3 above: R24,000 (R200/m x 12 months). AD warned that expenditure against all projects needs to be sustainable and cautioned the Board to curb ad hoc expenditure. MID needs to evaluate all projects to establish effectiveness going forward before making further investments. Funds need to be ring-fenced against projects that make a difference. AD suggested the BB's project should be evaluated in light of the above. EM asked AD to provide criteria to measure effectiveness. KJ noted that this responsibility should not 	KJ	ASAP

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		<p>fall exclusively to AD; the project needs to be assessed by an independent external party (ie. not a member of the MID Board). KJ reminded the Board about her request that the MID review its strategy in light of the Business Plan which is outdated. This process would include project assessment and reviews to determine their effectiveness and sustainability.</p> <ul style="list-style-type: none"> • Projects: discussion ensued around projects, processes and MID's responsibility, i.e. how to report on our activities to council; how to measure effectiveness of activities; the need for strategic planning, e.g. BB's cover three (plus) portfolios viz. Beachfront, Cleaning & Greening and Safety & Security (also marketing opportunity for beachfront area, social development and possible services to businesses/MID as contractors). • Social Development Funds: MR reminded EM that Cornelia Finch had indicated that the BB's match criteria for funding from Social Services. AD indicated that this type of project would also qualify for funding from the province but that the project needs to be properly conceptualized and written up with a clearly planned strategy, vision, mission and measurable goals. • No actionable outcomes for any of the above were discussed. 		
6.	Marketing	<ul style="list-style-type: none"> • Postcard Project: MarkR reported that Claire Homewood presented sample stands at the FBTBA committee meeting for merchandising the postcards. MarkR is waiting for final costing. • John Cartwright's book: EM noted this as a marketing exercise for Muizenberg. She has negotiated for BB's to sell these on consignment basis. Books are sold for R100 each (with R50 going to the publisher and the BB's). 		
7.	Date of next meeting	The next meeting will be on Tuesday 19 th June.		

Meeting Closed at: 20h15

Informal discussion ensued thereafter on how best to assess projects.



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QUOTATION

Quotation No. 1206

Quotation to:

Date: 10 May 2012

**Mark
Muizenberg Improvement
District**

**Job Name: Muizenberg Postcard Project
Communitree Muizenberg**

Quantity	Description	Unit Price	Amount
5x	Wooden Postcard Stands	R150	R750
5x	Wire Postcard Stands	R100	R500
3x	Wall mounted Wire Postcard stands	R160	R480
1000 x	Printed Postcards	R1.17	R1170
15	Printing of info cards	R8	R120
	Production expenses		R450
		Total	R3470.00

Thank you for your enquiry, please get in touch with any queries or ideas.




Central Improvement District

Att: To whom it may concern

Utilisation and Misutilisation of Mobile Unit Trailers

- 1) The abovementioned refers.
- 2) Firstly I wish to thank those CID managers for optimally utilizing the trailer units donated to them.
- 3) However, it has come to our attention that a number of these trailers donated to the CID's are not being used optimally and to an extent it is not being utilized at all.
- 4) Furthermore, on Thursday, 31 May 2012, during a discussion with Mr Russouw and Bernard Joseph of the Department of Community Safety, it was indicated that the Department of Community Safety will not carry the cost for the modification for the mobile trailer units, as requested. Thus our office is of the understanding that the respective CID's should carry the cost for the modifications of the trailers as well as the branding of it.
- 5) Trust that the utilization of the mobile unit trailers will be enhanced.


REPORT COMPILED BY:
MR. BD JOSEPH
Date: 01/04/2012