



**MINUTES OF THE PUBLIC MEETING HELD FOR THE PROPOSED STRAND
BUSINESS IMPROVEMENT DISTRICT AT FRIEDMAN AND COHEN ON 13
NOVEMBER 2013 AT 17:30**

PRESENT

- Mr Daantjie Malan – Chairperson for the public meeting
- Mr Grant Goodwin – Chairperson for the proposed SBID SRA steering committee
- Mr G Lohrentz - Geocentric
- Mr Runan Rossouw – ISL Department, City of Cape Town
- Members of the SBID Steering Committee
- Property owners and members of the public from the Strand area

ITEMS

OPENING OF THE MEETING AND INTRODUCTION

1. Mr Daantjie Malan acted as Chairperson for the meeting and officially welcomed all attendees to the meeting. He gave a brief introduction to the Special Rating Area. He mentioned specifically that Strand has seen many property owners wanting to revitalise the traditional CBD. He indicated that the application to establish the Strand Business Improvement District was submitted to the City for consideration based on the achievement of the necessary support for the application from property owners.
2. Mr Daantjie Malan then introduced Mr Gene Lohrentz from Geocentric who was appointed as the consultant that assists the SBID Steering Committee with the establishment process.

INTRODUCTION

3. Mr Lohrentz introduced himself and thanked the attendees for attending the meeting. Mr Lohrentz sketched a brief background to the SBID initiative. He outlined the fact that although there are some challenges in the area the SBID should not be seen as a complete turn-around strategy but rather an initiative designed to protect and enhance property investments into the future and improve the public environment as the setting in which the people of the area live and work.

PRESENTATION OF PERCEPTION SURVEY RESULTS AND BUSINESS PLAN

4. Mr Lohrentz then addressed the meeting and explained the establishment process in more detail referring specifically to the development of the Perception Survey and the Business Plan. The results of the Perception Survey and the Proposed Business Plan were presented through a PowerPoint presentation to the meeting.
5. The complete presentation is attached to the minutes for further reference.

6. The last part of the presentation set out the legal process of SRA establishment; highlighting the prominent steps that was follow in order to complete the submission to the City of Cape Town and the potential start date of operations should the application succeed which will be 1 July 2014.
7. On completion of the presentation, the meeting was given the opportunity to ask questions to the presenters and the Steering Committee.

CLOSING

8. Mr Daantjie Malan formally thanked everyone for their attendance and closed the meeting.