



**MINUTES OF THE PUBLIC MEETING HELD FOR THE PROPOSED STRAND
BUSINESS IMPROVEMENT DISTRICT AT FRIEDMAN AND COHEN ON 23
APRIL 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
- Mr Joepie Joebert– ISL Department, City of Cape Town
- Members of the SBID Steering Committee
- Property owners and members of the public from the Strand area (see attached attendance register)

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 concept and expressed his support for such initiatives as it achieves many of the common goals of property owners within a defined area. He mentioned specifically that Strand has seen many property owners wanting to revitalise the traditional CBD.
2. Mr Malan then introduced Mr Grant Goodwin from Friedman and Cohen as the chairperson of the SRBID Steering Committee. Mr Goodwin explained the fairly long process followed by them, especially Friedman and Cohen to find long term solutions to some of the challenges facing property and business owners in the area. He explained some of the exploratory work done by him in looking at other Special Rating Areas and how they operate and on the formation of the Steering Committee to start doing the work to establish the Strand CBD SRA.
3. Mr Goodwin then introduced Mr Gene Lohrentz from Geocentric who was appointed as the consultant that assists the SBID Steering Committee with the establishment process.

INTRODUCTION

4. 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

5. 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.
6. The complete presentation is attached to the minutes for further reference.
7. The last part of the presentation set out the legal process of SRA establishment; highlighting the prominent steps that need to 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.
8. On completion of the presentation, the meeting was given the opportunity to ask questions to the presenters and the Steering Committee.

QUESTIONS

Question 1

The first question related to the existing work of the Business and Neighbourhood Watch who felt that they were doing more than enough to protect the area and that their cooperation with the local SAPS was of a very high standard. It was expressed that this initiative seems to duplicate their efforts and that it would not be beneficial in that way to the community of Strand. Mr Lohrentz explained that although this is an initiative by the business property owners it definitely does not stand in competition on against any existing initiative but will to the contrary work with all existing organs and groupings to jointly create a safe and prosperous Strand CBD.

Question 2

The second question related to the boundary of the proposed SRA and the fact that it does not extend to the “duine” area where it is assumed much of the illicit trade in drugs take place and where some homeless people congregate. Mr Lohrentz explained the fact that an SRA by law only operates within a specific boundary and funding is only spent within the boundary.

Question 3

The third question or comment related to the fact that the number of resources in the area, especially the number of public safety officers seems very small in number and it may be regarded as too little to make a difference. Mr Lohrentz explained that the training and way in which the officers work is not necessarily dependant on numbers only but also in the persistency in which they perform their duties and engage with the public, including those seen as supporters of criminal activity or anti-social behaviour.

Mr Goodwin then also supported this statement by explaining how quickly the deployment of a single security officer at the Friedman and Cohen parking are made a significant difference to the safety of their clients including a significant reduction in criminal activity.

Question 4

Question 4 related to the inclusion of both residential and commercial property and whether residential properties will also have to contribute to the SRA. Mr Lohrentz once again confirmed that this is an initiative for commercial properties and that only commercially rated properties will contribute to the SRA additional rates.

Question 5

Question 5 related to the work from the City of Cape Town in the area and whether the City would in actual fact extract some of their resources if an SRA is formed. Mr Lohrentz explained that contrary to general reasoning it is found that service delivery actually improves since the area then finds itself under dedicated management. This statement was supported by the local councillor who reiterated that SRAs have proven their positive contribution to other business districts and that such initiatives are well supported by City departments.

CLOSING

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