NOTICE OF COMMITTEE MEETING

A meeting of the Loxton Recreation Grounds Committee will be held at the Loxton Council Office, Council Chambers on Tuesday 1 October 2019 commencing at 7.00 am

Greg Perry
Director Infrastructure Services
Wednesday 25 September 2019

AGENDA

1. Present:

2. Apologies:

3. On leave:

4. Member's Declaration of Interest

   Committee members are required to:
   1. Consider Section 73 and 75 of the Local Government Act 1999 and determine whether they have a material, actual or perceived conflict of interest in any matter to be considered in the agenda, and

   2. Disclose these interests in accordance with the requirements of Sections 74 and 75A of the Local Government Act 1999 on the approved 'Declaration of Committee Members Conflict of Interest' form (accessible via council’s website, the Elected Members Extranet or upon request) and forward to the responsible officer no later than 12 noon on the day prior to the meeting.

5. Confirmation of minutes of previous meetings

   Minutes of meeting held 3 September 2019 (copy attached)

   Recommendation:
   That the minutes of the Loxton Recreation Grounds Committee meeting held 3 September 2019 be taken as read and confirmed.
6. Business Arising

7. Deputation/Guests

7.1 Ella Winnall – Economic Development Advisor
Presentation will be provided by Ella Winnall, Economic Development Advisor on tourism signage for Counterbalance. Correspondence from Cr Altschwager is also attached.

8. Correspondence: Nil

9. Reports

9.1 Drabsch Street Crossover – East Terrace Loxton
Photo attached for consideration to be given to upgrading of the Drabsch Street Crossover in East Terrace, Loxton.

9.2 Ramps & Paths – Bookpurnong Terrace
At the Loxton Recreation Grounds Committee meeting held on 5 March 2019 a working group consisting of committee members; B Falcinella, Cr S Altschwager, M Formby, E Crispe and S Bullock was formed for the purpose of developing a plan to include ramps and paths along Bookpurnong Terrace where the pine trees were removed from. It was decided that this project be further discussed at the October 2019 meeting.

9.3 Tree Planting Report – Bookpurnong Terrace
To be presented at the meeting.

9.4 Drink Fountain – Heritage Park
Costings for installation of a drink fountain to be installed in Heritage Park are attached for consideration by the committee.

10. Information Reports

10.1 Exception Report
Report attached showing individual items outstanding from previous meetings of the Loxton Recreation Grounds Committee.

11. Next Meeting: Tuesday 5 November 2019

12. Closure
District Council Of Loxton Waikerie

Minutes of the Loxton Recreation Grounds Committee meeting held on Tuesday 3 September 2019 in the Loxton Council Office Chambers commencing at 7.00 am

1. Present: David Kimber (Chairperson), Sharon Schlein, Bruno Falcinella, Mick Formby, Kent Spangenberg, Shane Semmler and Cr's Sonya Altschwager and Terry Wheeldon

   In attendance: Greg Perry (Director Infrastructure Services), Simon Bullock (Coordinator Infrastructure Services Loxton) and Terri Hentschke (Administration Support)

2. Apologies: Steve Emery

3. On leave: Nil

4. Member’s Declaration of Interest: Nil

5. Confirmation of minutes of previous meeting:

   S Schlein moved K Spangenberg seconded
   That the minutes of the Loxton Recreation Grounds Committee meeting held Tuesday 6 August 2019 be taken as read and confirmed.

   CARRIED

6. Business Arising: Nil

7. Correspondence: Nil

8. Reports

   8.1 Mill Corner Project

   K Spangenberg moved Cr T Wheeldon seconded
   That the Loxton Recreation Grounds Committee investigate the ownership of land where the Caltex Service Station was.

   CARRIED

   G Perry entered the meeting at 7.18 am

   K Spangenberg moved M Formby seconded
   That the Loxton Recreation Grounds Committee endorse the Mill Corner Historical Precinct Plan with the investigation of toilet facilities and or an RV dump point for adoption by council.

   CARRIED
8.2 Hentschke Rose Garden

S Altschwager moved M Formby seconded
That the Loxton Recreation Grounds Committee endorse the Hentschke Rose Garden Plan as on page 13 in the agenda for adoption by council.

CARRIED

S Altschwager moved M Formby seconded
That the Loxton Recreation Grounds Committee accepts the design by the Hentschke Family for further development of the Hentschke Rose Garden and a budget bid be presented to the committee.

CARRIED

9. Information Reports

9.1 Exception Report

K Spangenberg moved Cr T Wheeldon seconded
That Kent, Steve, Terry, Greg and Simon investigate locations for planter boxes to be installed.

CARRIED

K Spangenberg moved Cr S Altschwager seconded
That the Loxton Recreation Grounds Committee recommend that council investigate costing of paving the Drabsch Street Cross Over and installation of removable bollards.

CARRIED

B Falcinella moved K Spangenberg
That the previous report done on tree planting along Bookpurnong Terrace be discussed at the next meeting.

CARRIED

10. Next meeting – Tuesday 1 October 2019 at 7.00 am

11. Closure – The meeting closed at 8.11 am
WOW! Thank you for that very thorough and informative response Ella, very much appreciated!!

I'll forward it on to Kent and others of interest on the Rec Grounds Committee so they can pass it on to a ‘Counterbalance committee’? If that is even a ‘thing’? Which raises the next question I suppose, if there is no longer a committee because the Counterbalance has been built and ‘finished’, who could action some of the great suggestions you've made below with regard to improved promotion/marketing I wonder??

Thanks again 😊

(Terri, did you want to record this as correspondence in?)

Kind regards,

________________________________________
Sonya Altschwager
Councillor, District Council of Loxton Waikerie
mb 0405 348 260
email: saltschwager@lwdc.sa.gov.au
web: www.loxtonwaikerie.sa.gov.au

Hi Sonya,

Thanks for the time to chat about this yesterday –

Just to note the outcomes of sign audit regarding counterbalance
- Some signs in lead up to Loxton have been removed. They are on DPTI roads and the font size was illegible to motorists travelling at that speed. They don’t meet DPTI
standards. Locals could identify the symbol and text but visitors couldn’t.
- One of the things identified in the audit was signage proliferation making all signage less effective so signs on approach to town needed to focus on attractions that would change a travellers decision about passing through or stopping.
- These signs meant that there was more advance notice of counterbalance than the VIC, or any other public point of interest in Loxton – e.g. the Heritage and Conservation Park, Tree of Knowledge, etc etc
- Counterbalance signs are still up at the info bays on approach to town for anyone who is interested in finding out about points of interest on approach
- Counterbalance was identified as a ‘Point of Interest’ (POI) rather than an ‘attraction’, in that it adds value to visitors in town, increases time spent in Loxton, and improves visitor experience but it typically wouldn’t be the main reason someone would choose to visit Loxton (as compared to say the Historic Village)
- There is a new fingerblade going in on the Bookpurnong street pole at top of East Terrace. This is highly visible to both foot traffic and vehicle traffic in the main street (where most visitors to town end up at some point in their trip). These signs are for directional purposes moreso than promotional. The ultimate goal is that visitors have heard/know about attractions and POIs before getting on the road so signage serves to get them there rather than promote its existence (with no context) to motorists already travelling somewhere.

In terms of improving or increasing visitation at Counterbalance I have some notes that may be worth considering while rec and grounds are discussing counterbalance from a visitor perspective.

There are two ways someone visiting would stop at a point of interest.

1) The first is that they read or were referred to it prior to driving to it and consciously choose to visit (through online, visitor guides, VICs, word of mouth etc.). I did a quick desktop audit of online, and noticed that is promoted on Loxton’s town tourism website. I also found that while it is listed on the Destination Riverland website under Loxton’s page, the link is broken – I’ve sent an email to DR to ask them what caused this. It could be that the ATDW listing for it is out of date or not working. If the ATDW listing is the cause, this being fixed will also put it onto the southaustralia.com, and all sorts of other national tourism websites. I’d note too that while it is listed online, the content is pretty basic and not any more detailed that what is available on site on the signs. It would be nice for visitor experience if the content online had some more anecdotes, details or stories – but be careful that this content should be motivational and encouraging visitors to see it (e.g. detail about sponsors isn’t a motivator for visitors, but a quirky story about an individual involved, or obscure detail of the art work that can be spied on site may be). Also to note, it isn’t listed on tripadvisor, so no visitor reviews or photos have been placed on there as something they think worth noting for other visitors. It’s also not on google places, so anyone googling “attractions near me”, or “things to do in Loxton” via google maps won’t find it. These can be added by members of the public so could be an easy fix for someone on rec and grounds. I can show someone how to do this if they’d like because there may be other POIs around town in the same boat. This would be in my opinion more effective promotion/directions than more signs. For printed promotions, counterbalance features in the “Art time” double page spread of the main print tool for
dispersing visitors around the Riverland “River Time”, and listed as a POI on the Loxton map page. There’s 50k of these distributed throughout the year to people already in the Riverland on holidays (and some outside the region) so there’s a lot of eyeballs seeing it there. It is also noted in the Riverland Visitor Guide, which is the main print promotional tool for the Riverland – again 50k distributed (mostly to people not here yet, considering coming). The VICs and accommodation places around the Riverland use these to advise visitors on what to see and do, and especially the Loxton VIC would be referring visitors to it. It is also featured on Loxton’s walk/drive brochure.

2) The second is through spontaneous stopping with no prior knowledge or understanding (this is the type that signage applies to). Thing to remember here, is that many people driving are focussing on driving, and often have somewhere in particular to be – for these people, no amount of signage or visibility will make them stop. There is a subset of visiting public who have no plans, who may spontaneously pull in to check out something that looks interesting which they have no knowledge of. There are also visitors who would drive past it, be curious and then either look online once they stop driving or ask someone about what it is before returning on site to check it out. Counterbalance is fortunately hugely visible on a main route into/out of Loxton. Unlike say the heritage and conservation park which has it’s POI features obscured by the vegetation, counterbalance is not hidden at all. This means that it in itself is doing a great job of reaching this subset of visitors. The signs on site have recently been replaced as they were sun damaged which provide some interpretation for these visitors.

If improving/increasing visitation of counterbalance is a priority, it also should be considered what would upgrade it from a POI to an ‘attraction’ or ‘experience’? Ways to do this would be consider length of time the site encourages someone to linger – e.g. do visitors just go, look, read the sign and leave? What would encourage that stop to increase from 5-10 minutes to 30? Is there a way to interact with the art/space or learn more while on site? Are these features promoted online, and at the site? Is there some audio/visual feature that people could listen to/watch while at the site – either online or through speakers on site? Could it become a part of another experience – e.g. part of a history or art trail which is promoted as its own stand alone experience? The art time section of River Time is often practically used in this way, but it isn’t promoted as a whole experience. Is there a way to consider events – either at the site or having counterbalance featured through events like SALA? What target market of visitors are we trying to attract (e.g grey nomads, families, young adults?) and what are the best additions/experiences that appeal to them?

These are all just ideas and ultimately they all take time/money but I think they are worth considering as alternative investment to improve/increase visitation rather than investment into more signs.

Regards

Ella Winnall

As I work across multiple sites with varied hours, email is my preferred mode of contact. I will reply to emails, or requests to call as soon as possible. If the matter is urgent, please phone 08 8584 8000.
Hi Ella,

Can you please advise if/where provision has been made to promote the Counterbalance as part of our signage audit?

Thanks😊

Kind regards,

________________________________________
Sonya Altschwager
Councillor, District Council of Loxton Waikerie
mb 0405 348 260
e-mail: saltschwager@lwdc.sa.gov.au
web: www.loxtonwaikerie.sa.gov.au
## Drinking Fountain

<table>
<thead>
<tr>
<th>Location</th>
<th>Backhoe</th>
<th>Hours/Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15m trench location</strong></td>
<td>Backhoe</td>
<td>4  $55</td>
<td>$220</td>
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<tr>
<td>Near the Old drive in Trucks</td>
<td>Trucks</td>
<td>40 $1.00</td>
<td>$40</td>
</tr>
<tr>
<td>Labour</td>
<td>Labour</td>
<td>20 $56</td>
<td>$1,120</td>
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<tr>
<td>Parts</td>
<td>Parts</td>
<td>$1,400.00</td>
<td>$1,400</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$2,780</strong></td>
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<table>
<thead>
<tr>
<th>Location</th>
<th>Backhoe</th>
<th>Hours/Price</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td><strong>80m trench location</strong></td>
<td>Backhoe</td>
<td>20 $55</td>
<td>$1,100</td>
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<tr>
<td>Behind the Trucks</td>
<td>Trucks</td>
<td>120 $1.00</td>
<td>$120</td>
</tr>
<tr>
<td>Welcome to Loxton wall</td>
<td>Labour</td>
<td>50 $56</td>
<td>$2,800</td>
</tr>
<tr>
<td>Parts</td>
<td>Parts</td>
<td>$1,500.00</td>
<td>$1,400</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$5,420</strong></td>
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9. Loxton Recreation Grounds Committee Information Only Report

<table>
<thead>
<tr>
<th>Committee meeting date</th>
<th>Item Number &amp; subject</th>
<th>Action Required</th>
<th>Action Status</th>
<th>Responsible Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 March 2019</td>
<td>8.4 Removal of Pine Trees (Bookpurnong Terrace)</td>
<td>Working group to develop plan</td>
<td>Ramps &amp; paths to be discussed at the October 2019 meeting. Included as an item in the October 2019 agenda. <strong>Completed</strong></td>
<td>Working group (B Falcinella, S Altschwager, M Formby &amp; E Crispe) &amp; Coordinator Infrastructure Services - Loxton</td>
</tr>
<tr>
<td>2 April 2019</td>
<td>8.1 Mill Corner Parking – Funding Submission</td>
<td>Budget bid submitted.</td>
<td>Preliminary plans are currently being developed.</td>
<td>K Spangenberg &amp; Coordinator Infrastructure Services</td>
</tr>
<tr>
<td>2 April 2019</td>
<td>8.4 Stormwater – Kokoda Terrace</td>
<td>Investigate options for future beautification of the Kokoda Terrace median strips including stormwater disbursement.</td>
<td>Director Infrastructure Services to provide information at the September 2019 meeting. Will be looked at further after the completion of other projects and programmed works.</td>
<td>Director Infrastructure Services &amp; Coordinator Infrastructure Services</td>
</tr>
</tbody>
</table>
### 9. Loxton Recreation Grounds Committee Information Only Report

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
<th>Details</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 April 2019</td>
<td>Consideration for beautification at the Corner of Pyap Street and Pflaum Tce be deferred until the hotel car park development has been finalised.</td>
<td>Hotel car park work yet to commence by Hotel.</td>
<td>Loxton Recreation Grounds Committee</td>
</tr>
<tr>
<td>7 May 2019</td>
<td>Consultation to be undertaken with residents.</td>
<td>Consultation yet to commence with land holders/residents.</td>
<td>Director Infrastructure Services &amp; Coordinator Infrastructure Services - Loxton</td>
</tr>
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<td></td>
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<td>Letters have been distributed to residents and consultation period ends 6 September 2019.</td>
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<tr>
<td></td>
<td></td>
<td>No responses received to consultation. Work scheduled to be completed 4 October 2019.</td>
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<td></td>
<td><strong>COMPLETED</strong></td>
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</tr>
<tr>
<td>7 May 2019</td>
<td>A screen of suitable trees/shrubs be planted 1.5 metres from the northern verge kerbing opposite Schulz/Hentschke work places. Suggested trees for planting are Gawler Bottle Brush inter-planted with Melaleuca Lanceolata. That the businesses in the area be advised of work to be undertaken.</td>
<td>Work to be programmed on completion of other council works.</td>
<td>Coordinator Infrastructure Services – Loxton</td>
</tr>
<tr>
<td>4 June 2019</td>
<td>That Loxton High School be approached to agree to maintain a watering regime in the beds.</td>
<td>Simon is working with Loxton High School students. Project has commenced.</td>
<td>Cr Sonya Altschwager</td>
</tr>
<tr>
<td>Date</td>
<td>Location</td>
<td>Action</td>
<td>Responsible Party</td>
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<tr>
<td>4 June 2019</td>
<td>Loxton High School – Planter Beds &amp; Car Parking Area</td>
<td>That council’s town maintenance staff in conjunction with Loxton High School students tidy the beds, plant/replant as required with suitable shrubs and add extra mulch.</td>
<td>Coordinator Infrastructure Services, Loxton &amp; LHS</td>
</tr>
<tr>
<td>4 June 2019</td>
<td>Loxton High School – Planter Beds &amp; Car Parking Area</td>
<td>That council investigate the asphalt area near the Community Theatre, the dead trees be removed and those spaces and other spaces where they once existed be replanted with suitable shade/environmental trees after suitable ‘breathing’ pavers have been researched and costed.</td>
<td>Loxton Recreation Grounds Committee &amp; Coordinator Infrastructure Services, Loxton</td>
</tr>
<tr>
<td>4 June 2019</td>
<td>Truck Parking Area – Paruna Road</td>
<td>Kerbing be extended from Nalara Avenue to the ‘welcome wall’ and mulch be added. That the concept of suitable pieces of old farm machinery, sourced by the committee be added to give character to the area. Landscaping be undertaken around the ‘welcome wall’ That the above be costed and brought back to the committee for final deliberation prior to a budget being submitted for 2020/2021.</td>
<td>Coordinator Infrastructure Services, Loxton, S Emery, E Crisp, S Semmler &amp; K Spangenberg</td>
</tr>
<tr>
<td>6 August 2019</td>
<td>Planter Boxes</td>
<td>Investigate options for anchoring glass reinforced concrete planter boxes (option 6 as per costings obtained)</td>
<td>K Spangenberg</td>
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<tr>
<td>Date</td>
<td>Item</td>
<td>Action</td>
<td>Location</td>
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<tr>
<td>6 August 2019</td>
<td>Truck Parking Bays</td>
<td>That council investigate the maintenance, relevance and upgrade of information bays in Loxton and parking access for caravans, motorhomes, trucks etc. That the Loxton Community Centre be involved in discussions for upgrading the information bays due to their current involvement in keeping them maintained.</td>
<td>Council at its August 2019 meeting agreed to investigate parking options and relevance of information bays.</td>
</tr>
<tr>
<td>6 August 2019</td>
<td>Drinking Facilities</td>
<td>Investigate locations for drinking fountains to be installed within Heritage Park and East Terrace, Loxton and costings for drinking fountains be obtained</td>
<td>Costing provided in October 2019 Loxton Recreation Grounds Committee Agenda.</td>
</tr>
<tr>
<td>3 September 2019</td>
<td>Caltex Service Station Land</td>
<td>That the Loxton Recreation Grounds Committee investigate the ownership of and where the Caltex Service Station was.</td>
<td>Land is owned by Caltex Australia Pty Ltd.</td>
</tr>
<tr>
<td>3 September 2019</td>
<td>Mill Corner Historical Precinct Plan</td>
<td>That the Loxton Recreation Grounds Committee endorse the Mill Corner Historical Precinct Plan with the investigation of toilet facilities and or an RV dump point for adoption by council.</td>
<td>That council note the recommendation from the Loxton Recreation Grounds Committee meeting held 3 September 2019.</td>
</tr>
<tr>
<td>3 September 2019</td>
<td>Hentschke Rose Garden</td>
<td>That the Loxton Recreation Grounds Committee endorse the Hentschke Rose Garden Plan as on page 13 in the agenda for adoption by</td>
<td>That council do not endorse the recommendation from the Loxton Recreation Grounds Committee meeting held 3</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Details</td>
<td>Signed by</td>
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<tr>
<td>3 September 2019</td>
<td>Paving Drabsch Street Crossover</td>
<td>K Spangenberg moved Cr T Wheeldon seconded That Kent, Steve, Terry, Greg and Simon investigate locations for planter boxes to be installed.</td>
<td>Director Infrastructure Services and Infrastructure Coordinator, Loxton</td>
</tr>
<tr>
<td></td>
<td></td>
<td>That council endorse the recommendation from the Loxton Recreation Grounds Committee meeting held 3 September 2019 being: Item 9.1 Exception Report That the Loxton Recreation Grounds Committee recommend that council investigate costing of paving the Drabsch Street Cross Over and installation of removable bollards.</td>
<td>Director Infrastructure Services and Infrastructure Coordinator, Loxton</td>
</tr>
<tr>
<td></td>
<td></td>
<td>September 2019 being: Item 8.2 Hentschke Rose Garden That the Loxton Recreation Grounds Committee endorse the Hentschke Rose Garden Plan as on page 13 in the agenda for adoption by council. (Consider as a budget bid in 2020/21)</td>
<td>Director Infrastructure Services and Infrastructure Coordinator, Loxton</td>
</tr>
</tbody>
</table>