

## MID Chairman's Report

Year: 2010-2011

The term for directors serving since the last AGM (April 2011) has been short owing to an early AGM. The reason for the early AGM is to fall in line with the City Of Cape Town and the other SRA's (improvement districts).

Despite the reduced time I believe we have achieved a lot this year and I firmly believe that finally the dog is wagging the tail and not the other way round. What do I mean by this? Well, Muizenberg is no longer being held hostage by divided local organisations, irate/disappointed local community, Crime, Grime and the negative perception held by people outside of Muizenberg. Obviously we are not completely free from these inhibiting factors but every day we are making progress and the light at the end of the tunnel is becoming very bright indeed.

Make no mistake, prosperity and perception go hand in hand and the MID is very focussed on changing the perception of Muizenberg locally, nationally and internationally. I was really pleased the other day when I overheard a bunch of teenagers commenting on "Hey you must check out how much Muizenberg has changed" and "like it's a cool place to hang out!". In fact more and more I am aware of people making positive statements about Muizenberg.

Most people judge a book by its cover and what Muizenberg looks like is often influences their perception. So "Urban Renewal" is vitally important.

Were it not for some very greedy and dishonest Americans who plunged the entire world into recession (watch the movie "The Inside Job" if you can), I believe we would have already reached our aesthetic "tipping point". Because of this it will most probably happen within the next two years. What do we have to look forward to? It looks highly likely that by the end of next year:

- Fair Cape will have built the building opposite Knead, which will contain an upmarket restaurant and retail shops below.
- The flats at the bottom of Empire will be turned into retail.
- The CPOA will have redeveloped the old SACS butchery and the old age home behind into a beautiful retirement village.
- George Whitfield will have demolished and redeveloped the condemned buildings opposite them.
- The infamous DonPepe will have been renovated.
- The ugly Electricity Department car park which is housing their trucks will be turned into a road that will join on to Sidmouth Road, thus facilitating the link between the Village and the Beach.

These projects will make a huge difference and I encourage these organisations to expedite their plans and ask that the council facilitate this as much as possible.

Greening play a huge role and Janet has worked tirelessly this year to maintain the green areas and create new ones. This is a difficult job as the salty environment limits the types of plants that will grow and the results are often not immediately visible. Thanks go to John Cartwright and Gerald Muzikath for their assistance in this portfolio.

Where there is Grime there is Crime! Janet, Karen and Anthony have spent considerable time renegotiating the cleaning contract with Living Grace. The cleaners are doing a great job and at the same time this provides work and rehabilitation for them.

On the beachfront Edwin Genade has been a star and is maintaining the beach and facilities. Peter has put in a huge amount of time getting engineering drawings and plans for the circle project and is battling his way through council red tape in an effort to get final approval. We are hoping to do a temporary clean-up of the circle before season.

The Muizenberg Park has also been a focus this year and MID placed a security guard at the park for a few months to help the situation. Peter has been working with the council Parks Department, surrounding residents and businesses and this area is improving.

Once again Anthony has done a superb job with our finances and we have been able to fund special projects out of our surplus. Accounts were switched to the accrual system and have been done in a timeous manner. We're investigating a new auditor as the current one is becoming too costly.

Mark Robinson with the help of Karen has consistently produced excellent newsletters which has kept all our members up to speed on what's happening. He has formulated a marketing plan for Muizenberg and the initial phase has begun. This is also vital to change perceptions and is a high priority.

On the crime front, the CCTV cameras have had a significant effect on crime patterns. A lot of the petty crime and drug dealing has moved away from the areas exposed by the cameras. The cameras have also given GRIT more visibility and allowed them to proactively prevent crime. Thanks must go to Myles Spolander and the Muizenberg Partnership for implementing and managing the CCTV Network. Work is underway to add additional cameras to the network, these being sponsored by private residents and businesses. Elizabeth has put together a comprehensive strategy to prevent and combat crime in our area and is diligently implementing it. One of the first priorities was to deal with the car guards on the beachfront. She came up with a very innovative approach called the "Beach Buddy's" which was recently launched in September. So far this has proven to be a huge success and is currently being expanded. The Beach Buddies are first-aid trained and they work in two shifts from 8.00am to 10.00pm. As of 1<sup>st</sup> November we will have our own "Rent-A-Cop" who will assist them dealing with any remaining "old car guards" and police the by-laws. The next step is to tackle Atlantic Road.

Overall Muizenberg is doing very well at the moment and there are exciting possibilities arising in the near future. We will attempt to see if we can benefit from the Design Capital 2014 bid which Cape Town has recently won.

I am confident the AGM will run smoothly and I would suggest that you come to the second meeting on 28<sup>th</sup> November as never in the past have we ever achieved a quorum for the first meeting (21<sup>st</sup> November). Look forward to seeing you and I am willing to go another round with your blessings.

Michael Romyn

Chairman