



FALSE BAY TOURISM AND BUSINESS ASSOCIATION

28 February 2008

CHAIRMAN'S REPORT FOR THE YEAR 2007

A voluntary body such as ours relies heavily on the support of the establishments in our area.

During the past 12 months we have been fortunate in receiving support from many of these establishments.

Added to this, committee members were always supportive making the year pleasantly challenging!!
Our main focus remained our efforts to keep Muizenberg's positive appeal, and use of innovative marketing to do so.

CLUBHOUSE

Our Clubhouse (False Bay Rendezvous) has, over the years, proved to be a wonderful community asset. Regular users such as the Scouts, Drummers, Muizenberg Dramatic Society, Muizenberg/Lakeside Residents' Association and Flamingo Seniors' Exercise Group, have all made use of the Hall facility.

Problems such as copper piping theft, vandalism, fire in one of the outbuildings and car accidents into the boundary fence did not help in our quest to keep the facility a going concern. These issues notwithstanding, the Clubhouse continues to be an extremely useful asset. We have recently re-painted the benches, pergola and railings which has given the clubhouse a bright, new fresh look for 2008 and beyond.

We have also managed to arrange an alternative venue for the Mountain Men shift changes.
Our regular dedicated users of the hall are now free of interruption during the course of their work.

WEBSITE AND MEMBER DATABASE

Our community website, www.muizenberg.info, has shown steady growth again this year (as it has for the past three years). At present, the site receives over 100 visits per day from individuals. Sadly, support from the False Bay community, mainly in the form of signing up as members, has been very disappointing. This significant drop in income threatens its long-term sustainability. It is a worrying and somewhat bizarre situation that the website is used more by people overseas than by locals. This site is a community initiative, for the community and driven by the community. If this drive is not forthcoming very soon, this valuable asset will in all likelihood have to be closed down. Our new committee will, as a matter of urgency, have to focus on this issue.

Our member database has, for the first time, exceeded 200! This in itself illustrates the amazing growth in the False Bay area, and the number of people setting up their businesses here. We hope that this list continues to grow as it has over the past few years.

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COMMITTEE

Martin Stabrey has been a pillar of strength, not only as a Vice-Chair but almost single handedly kept the website ticking over. His help with the secretarial duties hasn't been too shabby either!

Dave D'Alton left the committee after the Muizenberg Lakeside Residents' Association's AGM, with the new Chair Leif Petersen replacing him on our committee. George Hill added the Historical Society component to our committee. David Wade (Rector of the False Bay College) represented the educational sector. Celia Musikanth, thankfully, handled the minute secretary side of things and represented the Masque Theatre with her other hand! Mark Robinson kept an eye on the beachfront, while the recent birth of a baby girl to Erika Klein somewhat curtailed her Events portfolio – but she is sure to be back shortly. Melany Bendix represented MID and Ian Burgess-Simpson with his assistant Adele, stepped in with much needed representation of Muizenberg Village.

ENTERTAINMENT/EVENTS

Muizenberg still holds its own in the variety and diversity of attractions it offers. Our Association not only supports this, but whenever the occasion permits gets involved either directly or indirectly.

The Annual International Kite Festival (21.10.2007) and the World Record Surfing Wave Ride attempt on 02.09.2007 drew large enthusiastic crowds. Shows at the Masque, exhibitions and concerts at the Lindbergh Arts Foundation throughout the year are always well supported. Local restaurants provide weekly entertainment featuring quality local artists and much more.

MARKETING

One of our most sustainable projects has been marketing Muizenberg. Keeping our name branded has been successful and this will hopefully continue to elevate and grow our positive image.

The Muizenberg "Beach Box Logo" has certainly caught on, and many establishments are now requesting its use on their marketing material – we are pushing hard to encourage all establishments to use our brand.

ROAD BANNERS

The poorly manufactured banners have, frankly, been a disappointment for us all. We have managed to obtain 15 replacement banners, but, at our own expense, have had to have them stitched at the mounting points. 5 of them have been replaced in the Muizenberg Village Business precinct so far. Hopefully the constant strong wind will abate, thereby allowing us to replace the balance along the Main Road.

This costly exercise has been difficult for us, but once the banners are up and secure, they certainly do Muizenberg proud.

FESTIVE LIGHTS

Once again we facilitated the installation of festive lights along the Main Road and Village Area. The effect lifts the area and certainly brings an air of festivity during the Season.

Film and Fashion shoots continue to feature Muizenberg, while articles in local and glossy magazines now seem to feature Muizenberg in a much more positive manner.

ROAD CLOSURE

The chaotic disruption caused by the repair work on the Main Road is a major knock to enterprises along this narrow strip of coastline. As early as December 2006, we communicated with the local Minister of Transport to alleviate the traffic build up and congestion at that time. Ironically, and un-beknown to us at that stage, the Council had a major undertaking to close the already congested road for repair. This decision only became public a few months ago and is now a reality shock to everyone.

We must be creative to make sure that the businesses along the Main Road are able to weather uncontrollable obstacles that occur from time to time.

We are hopeful that the new committee will strengthen our resolve to bring the various establishments' strengths together. We are confident that if we all tap in to the skills and expertise that exist in our area we will certainly continue our road to success.

Gerald Musikanth
Chairman