



FALSE BAY TOURISM AND  
BUSINESS ASSOCIATION

# CHAIRMAN'S REPORT

## **FALSE BAY TOURISM AND BUSINESS ASSOCIATION ANNUAL GENERAL MEETING / 3 MARCH 2009**

Reviewing the past year enables us to re-affirm our core objectives in promoting and marketing Muizenberg and our area as often as possible. Working in tandem with sister organisations viz. Muizenberg Residents Association, Muizenberg Historical Society, MIDS, Masque Theatre, etc. enables us to achieve our quest

### **WEBSITES**

Our websites, [www.muizenberg.info](http://www.muizenberg.info)/[www.falsebay.biz](http://www.falsebay.biz)/[www.kalkbay.biz](http://www.kalkbay.biz), still remains our most popular and far reaching exposure to the “outside” world. The sites can boast visits of hundreds of people every day and as such, certainly has gone from strength to strength. We would like to give credit to our webmaster and Vice-Chairman, Martin Stabrey for all his input and dedication.

### **BLUE FLAG**

Muizenberg's official granting of Blue Flag status has certainly made our continual and persistent efforts over the years worthwhile.

For Muizenberg to fly the Blue Flag for the scheduled four months (December March) in the demarcated area is a great achievement.

Council official Edwin Genade and his team have dedicated themselves to make the project work and the glowing reports on inspection by the National Blue Flag team keeps us on the international map.

### **FILM SHOOTS**

Our area remains a popular location for film, commercial and still shoots. The Cape Town Film Office regularly faxes us details of intended shoots and the necessary permits (as a matter of courtesy) for our info and support. The current make-over of the Waterslide, Putt Putt area for the “Free Willy” sequel is underway and will market Muizenberg as the location of the shoot.

Muizenberg Beach featured on M-Net's popular Idol's Beach Promotion alongside beaches in Durban, Strand, Camps Bay, Sun City Theme Park, etc. Naturally our colourful beach boxes were shown when Muizenberg Beach was featured.

*... continued over*



Proudly South African

P.O. BOX 302, MUIZENBERG 7950  
[www.muizenberg.info/ftbta](http://www.muizenberg.info/ftbta)



## **FESTIVE LIGHTS**

Our request for Festive Lights along the Main Road, Palmer Road and Balmoral Building Arches (on the Beachfront) once again lifted the spirits over the festive season. We need to keep this worthwhile project with Council going.

## **BANNERS**

The poorly manufactured banners some years back regularly blew off the poles causing much dissatisfaction among us all. We laboriously took down the flapping banners and had them zig-zag stitched at Killarney Shoe Repairs. The banners have now withstood gale force winds that ripped off roofs, uprooted trees, etc. throughout the Peninsula but our banners held out so much so that the steel brackets of the 15 remaining banners bent in sympathy with the wind. We more than likely will have to repair some of these rusty brackets soon.

## **BEACH BOXES**

The six beach boxes on either side of the toilet block at Surfers Corner remain an attractive feature. Shark spotter Patrick Davids keeps a watchful eye on them alerting the respective "owner" to attend to the relevant speedy repairs.

More and more of the general public are requesting similar arrangements in view of their "safety feature". The box donated by our Association for use by the shark spotters (box no. 10) has proved to be invaluable over the past number of years.

## **MUIZENBERG ST JAMES WALKWAY**

A number of benches along the walkway were destroyed by unusually high (Spring) tides and washed away. We are diligently trying to have them replaced in co-operation with council as well as replacing the engraved slats. Contacting the original donors has been "problematic".

The damaged "Muizenberg-St James Walkway" sign has finally been replaced thanks to the generous donation by MIDS.

## **CLUBHOUSE**

Our False Bay Rendezvous (57 Promenade Road, Muizenberg) continues to be a hive of activity so much so that an average of 150 people are using the facility per week. As we do not have a full time caretaker/supervisor, we rely heavily on the keyholders to share the facility without compromising one another. The Scouts/Cubs, MADS, Flamingo Dance Group, and Writing Group make full use of the hall space, while False Bay Tourism and Business Association, Historical Society, Ward 64 Forum, Residents' Association, etc use the boardroom on a regular basis. Requests from the general public for parties, braais, functions, etc are unable to be granted due to the full calendar and our voluntary admin. and security situation.

## **BUSINESS MOVEMENTS**

As expected in our volatile economic climate, a number of businesses have either closed, re-located or changed hands. The most notable being *Olive Station* to Rondebosch; *Cafe Mosaic* to Lakeside; *Balthazar Restaurant* (new owners), *FNB* to Tokai; *Absa Agency* to Tokai, *Pam Golding* to Fish Hoek.

However new establishments pop up from time to time and with local support and good service should see them succeed.

## **COMMITTEE**

Collectively the committee worked well particularly as we had the advantage of having core members representing the various Associations viz. George Hill (Muizenberg Historical Society); Leif Petersen (Muizenberg Residents' Association); Melany Bendix (MIDS); Celia Musikanth (Masque Theatre) blending well with David Wade (Education); Martin Stabrey (Website); Erica Kleine (Events); Mark Robinson (Beachfront); Ian Burgess-Simpson and Adele Sebastian (Muizenberg Village) enabling us to operate smoothly (without having to create new portfolios) and allow the relevant action to be taken by the respective representative.

Overall our quest to keep Muizenberg in the news is definitely succeeding.

The unique atmosphere of our special area undoubtedly makes Muizenberg the place to be!