

# CITY OF JOONDALUP

## MINUTES OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE HELD IN CONFERENCE ROOM 2, JOONDALUP CIVIC CENTRE, BOAS AVENUE JOONDALUP ON MONDAY 29 APRIL 2002

The Acting Chairman, D Smith declared the meeting open at 16.20 hrs with a quorum of 6 members present.

### ATTENDANCES AND APOLOGIES

#### Attendance

##### *Committee Members:*

*Cr A Patterson*

*Cr P Kimber*

*Cr A Walker*

*Ms M Horgan, Small Business & Economic Development, Perth Area Consultative Committee*

*Mr R Poliwka, President Joondalup Business Association*

*Ms L Drummond, Regional Employment Co-ordinator, Department of Training (North Metropolitan)*

##### *City of Joondalup Officers:*

*Chief Executive Officer, D Smith*

*Director Planning and Community Development, C Higham*

*Special Projects Officer, Project Management, D Butcher*

*Co-ordinator Sustainable Development, F Uzaraga*

*CBD Promotions Officer, D Squance*

#### Apologies:

*T Beard, Manager North Metropolitan Business Enterprise Centre*

*Cr C Baker*

*Cr P Kadak*

#### Guest:

*Mayor J Bombak JP*

### ELECTION OF A CHAIRMAN AND DEPUTY

The Acting Chairman (Mr Smith) announced he had received a written nomination from Cr P Kimber, nominating for the position of the presiding member (Chairman) to chair the CBD Enhancement Project Steering Committee Meetings.

**There being no further nomination, Cr Kimber was elected unopposed.**

The Acting Chairman asked for any nominations for the Deputy presiding member position, responsible for chairing the meeting in the absence of the presiding member.

Cr Kimber nominated Cr Baker. Cr Baker accepted the nomination.

**There being no further nomination, Cr C Baker was elected unopposed.**

The newly appointed Chairman (Cr Kimber) assumed the chair at this point.

#### **DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY**

Mr Poliwka declared an interest and stated that he owned a number of properties in the Joondalup CBD and is the President of the Joondalup Business Association (JBA).

Ms Horgan indicated that as a representative of the Perth Area Consultative Committee, she is involved in the Federal Government's Regional Assistance Program funding of the CBD Enhancement Project.

#### **ITEMS OF BUSINESS**

##### **1. Draft Terms of Reference of the CBD Project Steering Committee**

The Chairman asked the Committee for any comments pertaining to the Draft Terms of Reference. Mayor Bombak advised that the ward titles were incorrect for Cr Patterson and Cr Baker. The Chairman requested that these be corrected.

**MOVED Cr A Walker SECONDED Cr A Patterson that the CBD Enhancement Project Steering Committee ADOPTS the Terms of Reference as per Attachment 1 with the following corrections:**

- (a) Cr A Patterson (South Coastal Ward);
- (b) Cr C Baker (Marina Ward).

**The Motion was Put and**

**CARRIED**

##### **2. Regional Assistance Program (RAP) Funding Application Summary**

Mr Uzaraga briefly referred the Committee to the relevant agenda attachment outlining the successful RAP Funding Application and indicated that additional funding, via the budget process, was required by the City to satisfy the requirement of the RAP Funding Contract.

Mr D Smith reinforced the need for City of Joondalup funding to support the CBD Enhancement Project. Mr Smith suggested the Committee seek a commitment from Council to support the CBD Enhancement Project through to 2003/04 as part of the budgeting process and stated that commitment is essential for successful implementation of the CBD Enhancement Project. The Chairman noted Mr Smith's suggestion.

Mr Smith announced the proposal to establish a CBD Promotions Office in the Council Chamber's Coffee Shop. The key reasons for establishing a CBD Promotions Office was to ensure that officers and CBD-relevant information be more accessible to the public, and to highlight the City's recognition of the importance of the CBD. Mr Smith stated that the office is envisaged to be operational by the end of the current financial year.

**MOVED Cr Walker SECONDED Ms Horgan that the CBD Enhancement Steering Committee NOTES the RAP Funding Application Summary as per Attachment 2.**

**The Motion was Put and**

**CARRIED**

**3. Project Activities To Date**

Mr Uzaraga briefly covered the activities undertaken to date and advised that several of the activities were behind the schedule as outlined in the RAP Funding Application. Mr Uzaraga further noted that this project was amongst the first of its type in the Perth Metropolitan area and that officers involved in the project have a steep learning curve in its implementation.

**MOVED Cr A Walker SECONDED R Poliwka that the CBD Enhancement Project Steering Committee NOTES the project activities to date as per Attachment 3.**

**The Motion was Put and**

**CARRIED**

**4. CBD Business Confidence Survey**

Mr Uzaraga provided an overview of the survey report and ensuing discussion resulted in the following motion being put. The discussion centred on the appropriateness and consistency of the categories used in the counts of businesses in the target area, and for the possibility of its use of the ANZSIC standard. The meeting also noted that a situational analysis was also being planned and this issue may be further addressed through this process.

**MOVED Cr A Walker SECONDED R Poliwka that the CBD Enhancement Project Steering Committee:**

- 1. NOTES the CBD Business Survey Report as per Attachment 4;**
- 2. REVIEWS the CBD Business Survey by amending if possible the categorisation of the data (in accordance with the ACC Anzsic standard) and extending the research of the number of people in the CBD across all times, seven days a week;**
- 3. RECOMMENDS to Council that a Current Situational Analysis of the Joondalup CBD be examined for consideration at the next Steering Committee meeting.**

**The Motion was Put and**

**CARRIED**

### **CBD Enhancement Area of Boundaries**

Discussion also took place with regard to the boundaries of the Joondalup CBD as outlined in the RAP Funding Application (Boas Ave to the south, McLarty Ave to the west, Shenton Way to the north and Lakeside Drive to the east) and also in the Business Confidence Survey.

Mr Uzaraga indicated to the Committee that the project had taken into account several outlying areas such as the block of offices wedged between the railway line and McLarty Drive as well as the commercial space north of the corner of Shenton Way and Grand Boulevard across from the Joondalup Health Campus.

**The Committee agreed that the project should also include the commercial properties on the ground floor of the Madison Apartment buildings.**

### **5. Joondalup CBD Community Concepts Submissions**

The Committee discussed the CBD Community Concepts Submissions and agreed that the idea of a food and wine festival was one that was worthy of the CBD Enhancement Prize. The motion was then put to award the prize to Ms M Yukich and Mr R Hazeldon who forwarded these suggestions.

### **RECOMMENDATION**

**MOVED Cr A Patterson SECONDED Cr A Walker that after consideration of the Submissions, the Committee:**

- 1 recommends that Council awards the \$200 prize to Ms M Yukich and Mr R Hazeldon as the best “Community Concept” submission;**
- 2 recommends that Council invites Ms M Yukich and Mr R Hazeldon to attend a Council dinner and Council meeting to accept their prize and witness their idea being put to Council.**

**The Motion was Put and**

**CARRIED**

Cr Patterson left the meeting at this point, the time recorded at 17:05 hrs.

### **6. General Business**

#### **6.1 Liquor Licensing and News Agencies**

Discussion in regard to barriers to new business start ups lead to the Committee highlighting the difficulties associated with securing some State government licences, in particular Liquor and Lotto licences. The Committee agreed that the issue of State Government Licensing needed investigation.

R Poliwka suggested that Council, with the support from other Joondalup CBD Stakeholders, play a role in presenting submissions highlighting the issues pertaining to Liquor and Lotto licensing in the Joondalup City Centre with the relevant State Government bodies.

It was agreed that a recommendation be put to Council.

## **RECOMMENDATION**

### **That Council:**

1. **NOTES the issues associated with Liquor and Lotto licensing in the Joondalup City Centre;**
2. **RECOMMENDS that appropriate research be conducted with a view to a submission to relevant bodies to address the issue of Liquor and Lotto licensing for businesses in the CBD Enhancement project area.**

### **6.2 Business Attraction Package**

Ms Horgan requested that a business attraction package be discussed for the project at the next meeting. Mr Uzaraga indicated that the Manager of the North Metro Business Enterprise Centre and a member of the Committee was well predisposed to provide advice on the initiative. It was agreed that Mr Beard be approached to provide a presentation to the Committee advising of appropriate measures on such a package.

## **DATE OF NEXT MEETING**

The date of the next meeting to be advised, with action plan attached.

## **CLOSURE**

The meeting closed at 17.20 hrs.