

CITY OF JOONDALUP

MINUTES OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE HELD IN CONFERENCE ROOM 2, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP, ON FRIDAY 28 JUNE 2002.

The Chairman, Cr P Kimber declared the meeting open at 15.09 hrs with a quorum of 6 members present.

1.0 ATTENDANCES AND APOLOGIES

Attendance:

Cr P Kimber – Chairman

Cr A Patterson

Mr T Beard – Manager, North West Metro Business Enterprise Centre

Ms L O'Halloran – Regional Employment Co-ordinator, Department of Employment & Training

Mr R Poliwka – President, Joondalup Business Association

Ms M Horgan – Small Business and Economic Development, Perth Area Consultative Committee

City of Joondalup Officers:

C Higham – Director Planning and Community Development (or nominee)

D Butcher – Special Projects Officer – Project Management

F Uzaraga – Co-ordinator Sustainable Development

D Squance – CBD Promotions Officer

Apologies:

Cr P Kadak

Cr A Walker

Cr C Baker

D Smith - Chief Executive Officer

Guest:

M Gordon – Youth in Public Space Officer

2.0 DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

There were no declarations of financial interest.

3.0 CONFIRMATION OF MINUTES

Minutes of the CBD Enhancement Project Steering Committee held on 29 April 2002 (previously distributed).

MOVED Cr Paterson SECONDED Mr Poliwka that the CBD Enhancement Project Steering Committee ACCEPTS the minutes of the CBD Enhancement Project Steering Committee meeting held on 29 April 2002 as a true and accurate record.

The motion was Put and

CARRIED

4.0 BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS

The Chairman asked for the Committee to be updated regarding action items and outstanding business arising from the 29 April 2002 Committee meeting.

4.1 North West Metro Business Enterprise Centre (BEC)

Mr Beard informed the Committee of the objectives and role of the Business Enterprise Centre, his role as the Manager, the achievement of the North West BEC and the nature of business in the Joondalup CBD.

4.2 State Government Licensing in the Joondalup CBD

Mr Uzaraga provided the Committee with background information on an unsuccessful request for a liquor licence and highlighted the request to have City representation at the appeal hearing in August. Mr Poliwka recommended sending a letter of support from the CBD Enhancement Project Committee and the JBA rather than sending a representative to the appeal. Mr Higham supported sending a letter requesting the “freeing up” of licensing in Joondalup rather than supporting specific applications.

Mr Uzaraga gave the Committee the background on the desire of a business owner to set up a newsagency in the CBD. Mr Higham informed the Committee that he had spoken with the Lotteries Commission, (Chief Executive Officer Ms J Stewart), about encouraging a licensee to extend the existing licence to operate in the Joondalup CBD. Mr Higham advised that the Commissioner would consider sending someone to Joondalup to assess the situation.

MOVED Cr Paterson SECONDED Mr Poliwka that the CBD Enhancement Project Committee:

- 1. ENDORSES the support for the freeing up of restrictions pertaining to liquor licences in the Joondalup CBD by furnishing relevant correspondence from the City to the Liquor Licensing Board within the next month;**
- 2. ENDORSES the proposal to invite the Commissioner of Lotteries to view the Joondalup CBD and actively encourage the establishment of a newsagent in the area.**

The motion was put and

CARRIED

4.3 CBD Business Confidence Survey

Sustainable Development Co-ordinator, Mr Uzaraga updated the Committee on the amended break down of businesses presented in the CBD Business Confidence Survey. The survey has been rematched to the ANZIC codes and retail, finance/insurance and property were the top three categories in the Joondalup CBD.

5.0 BUSINESS ITEMS

5.1 Joondalup CBD Marketing Strategies

Ms Squance, CBD Promotions Officer informed the Committee that a draft 18 month marketing strategy based on the initiatives and recommendations that were developed at the CBD Business and Stakeholders Workshop had been completed.

The following items were presented as key areas of the marketing strategy.

1. Branding/positioning the Joondalup CBD.
2. Communication Vehicles.
3. Promotional Events and Activities (Food/Entertainment and other).
4. Public Relations and Publicity.
5. Business Attraction Programs.
6. Business Assistance Programs.
7. Facilities Operations and Licensing.

5.1.1 Branding and Positioning

The Committee discussed the need for the CBD Enhancement Project to have a separate branding and positioning statement over and above that anticipated as part of the broader Joondalup City Centre project.

MOVED Cr Kimber SECONDED Mrs O'Halloran that the CBD Enhancement Project Committee:

- 1. ENDORSES the continued branding of the Joondalup CBD as "Joondalup City";**
- 2. DEFERS the development of a positioning statement and undertakes further market research;**
- 3. ENDORSES the existing Joondalup logo for the "Joondalup City".**

The motion was put and

CARRIED

5.1.2 – 5.1.7 Remaining Six Key Strategy Areas

The Chairman Cr Kimber asked the Committee if they supported his recommendation to move remaining items concerning the remainder of the CBD marketing plan. These items covered the key strategy areas of Communication Vehicles, Promotional Events and Activities, Public Relations and Publicity, Business Attraction Programs, Business Assistance Programs, and Facilities Operations and Licensing from July to December 2002. A Matrix of the activities to be implemented is included as Attachment A.

MOVED Cr Kimber SECONDED Mr Poliwka that the CBD Enhancement Project Committee:

- 1. RECOMMENDS THAT COUNCIL ENDORSE the activities listed in the marketing matrix (Attachment A) to be implemented from July 2002 to December 2002.**
- 2. RECOMMENDS that the Sustainable Development Co-ordinator reports to the Committee on a regular basis for input and advice on the marketing strategies.**

The motion was put and

CARRIED

5.2 CBD Enhancement Project Working Groups

5.2.1 Owners and Vacant Commercial Properties

Ms Horgan indicated that the Perth Area Consultative Committee (ACC) had funded the Midland Alive and Working project very similar to Joondalup CBD (in regards to the property owners) and it may be worth while them doing a presentation at the Steering Committee. Ms M Horgan to establish a meeting to discuss.

Mr Butcher and Mr Uzaraga indicated that the City's administration will arrange to meet with Midland Alive and Working project personnel with a view to reporting its relevance to the CBD Steering Committee

5.2.2 Food and Entertainment Working Group

Discussion also took place with regard to the establishment of a working group to ensure that food and entertainment stakeholders started to work together to collaboratively promote their interests in the regional marketplace. It is also envisaged that this working group be one of the means by which the

ongoing liaison may take place between the City and stakeholders in the CBD Enhancement target area.

MOVED Cr Kimber SECONDED Cr Patterson that the CBD Enhancement Project Committee:

- 1. ENDORSES the establishment of a Food and Entertainment working group be formed and that Committee members be invited to attend;**
- 2. RECOMMENDS that the work groups report to Steering Committee via the CBD Promotions Officer.**

The motion was put and CARRIED

5.3 Invitation for Youth Advocate and Youth Advisory Committee (YAC) Representation on the Committee

Ms Gordon gave the Committee background information on youth in the City of Joondalup and asked the Committee to consider the inclusion of a Youth Advocate as an advisor on the Committee and appoint a Youth Advisory Council (YAC) member as a member on the CBD Enhancement Project Steering Committee.

MOVED Cr Paterson SECONDED Ms O'Halloran that the CBD Enhancement Project Committee:

- 1 RECOMMENDS TO COUNCIL THAT the Committee's Terms of Reference be amended to allow for the appointment of a Youth Advisory Council representative as a formal member on the Committee;**
- 2 RECOMMEND THAT COUNCIL APPOINTS the City's Youth Worker (Youth and Public Space) to Act as an Advocate for the wider youth population of the City by acting as an advisor on the Committee.**

The motion was put and CARRIED

Cr Paterson left the meeting at 16.40 hrs.

5.4 Joondalup City Centre (JCC) Vision and Central Walk Rejuvenation Project

D Butcher, Special Projects Manager, provided the Steering Committee with an overview of the JCC Vision and Master Plan and the Central Walk Rejuvenation Project.

6.0 GENERAL BUSINESS

Ms Squance announced her resignation from the position of CBD Promotions Officer with the City of Joondalup. The Chairman thanked Ms Squance on behalf of the Committee for her hard work and dedication to the CBD Enhancement Project.

The Chairman asked that in future the Committee is presented with information as it evolves rather than as an 18 month plan. Mrs Horgan asked for the agenda to be circulated 7 days prior to the meeting.

7.0 DATE OF NEXT MEETING

The next meeting of the CBD Enhancement Project Steering Committee will be held in Conference Room 2, Joondalup Civic Centre, Boas Avenue, Joondalup on Thursday 8 August 2002 at 08.00 hrs.

CLOSE OF MEETING

The meeting closed at 17.00 hrs.