

File: 53469

CITY OF JOONDALUP

MINUTES OF THE INFORMAL MEETING OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE HELD IN CONFERENCE ROOM 2, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP, ON THURSDAY 8 AUGUST 2002.

AIMS AND OBJECTIVES OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE

- To monitor the financial accountability requirements of the City's funding contract under the Regional Assistance Programme to the end of the contract period in January 2003.

In meeting its objectives, the Committee would address the following issues arising from the City's funding agreement under the Regional Assistance Programme (RAP):

- *Acquittal of project funds on the following dates: 31/03/02, 30/06/02, 30/09/02, 31/12/02 and 28/02/03.*
 - *An audited report of the RAP component of the project funding after 31 January 2003.*
- To make recommendations to Council concerning the broad priorities of the CBD Enhancement Project to the end of June 2004.

In meeting its objectives, the Committee would also address the two major stakeholder objectives developed at the CBD Enhancement Workshop of Wednesday 20 March 2002.

- *To create and promote a coordinated approach to marketing and advertising the Joondalup CBD to the wider community (to include appropriate signage).*
 - *To create a sustainable business environment that will address the vacancy issue.*
- To make recommendations to Council regarding strategies for the project's financial self-sufficiency by the nominated target of the 2004/05 financial year.

There being no quorum present, the meeting was counted out at 0820 hrs and an informal meeting was then held.

1.0 ATTENDANCES AND APOLOGIES

Attendance:

Committee Members

<i>Cr P Kimber</i>	Councillor (Lakeside Ward), Chairman
<i>Cr P Kadak</i>	Councillor (Lakeside Ward)
<i>Ms L O'Halloran</i>	Regional Employment Co-ordinator, Department of Employment & Training
<i>Ms M Horgan</i>	Small Business and Economic Development, Perth Area Consultative Committee

City of Joondalup Officers

<i>D Smith</i>	Chief Executive Officer
<i>C Higham</i>	Director Planning and Community Development
<i>D Butcher</i>	Special Projects Officer – Project Management
<i>F Uzaraga</i>	Co-ordinator Sustainable Development
<i>N Baxter</i>	CBD Promotions Officer

Guests:

<i>R Hardy</i>	Business Unit Manager Strategic and Corporate Planning
<i>M Gordon</i>	Youth in Public Space Officer
<i>C van Hall</i>	Summer Events Co-ordinator

Apologies:

<i>Cr A Patterson</i>	Councillor (South Coastal Ward)
<i>Mr T Beard</i>	Manager, North West Metro Business Enterprise Centre

Non Attendance:

<i>Cr C Baker</i>	Councillor (Marina Ward), Deputy Chairman
<i>Cr A Walker</i>	Councillor (Pinnaroo Ward)
<i>Mr R Poliwka</i>	President, Joondalup Business Association

2.0 DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

There were no declarations of financial interest.

3.0 CONFIRMATION OF MINUTES

A quorum was not achieved in this meeting and therefore the minutes of the CBD Enhancement Project Steering Committee held on Friday 28 June 2002 (previously distributed) were not confirmed at this meeting.

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 28 June 2002 Committee meeting.

4.1 State Government Licensing in the Joondalup CBD

Mr Uzaraga, Sustainable Development Co-ordinator, provided the Committee with an update on progress regarding State Government Licensing in the Joondalup CBD, including confirmation of correspondence with the Director of Liquor Licensing (*Attachment 1 to the Agenda previously circulated.*) and the Lotteries Commission of Western Australia (*Attachment 2 to the Agenda previously circulated.*). Mr Uzaraga advised that a reply had been received from the Lotteries Commission which outlined that the Acting Director of Sales and Marketing, Ms Kerry Permain would make arrangements to visit the Joondalup CBD and meet with City staff to discuss the complex process of appointing additional Lottery Outlets.

Action: All to note.

4.2 Joondalup CBD Marketing Strategies

Mr Uzaraga, outlined to the Committee how the marketing strategies need to focus on a “bottom-up” approach. This will be achieved through closer consultation with stakeholders via the working groups. In relation to the marketing matrix, the promotions from September through until December require closer consultation and input from stakeholders. An update of the matrix will be reported back to the next Steering Committee meeting.

Action: F Uzaraga to provide an update of the matrix to the next meeting.

4.3 Youth Advocate and Youth Advisory Council (YAC) Representation on the Committee

Ms Gordon informed the Committee that Ms Enid Chua would be the representative from the Youth Advisory Council. The report to Council recommending this appointment is due at the next Council meeting on Tuesday 13 August 2002.

Action: All to note.

4.4 Owners and Vacant Properties Working Group

Mr Butcher, Special Projects Manager, provided the Steering Committee with details from the meeting that he had recently attended with Mr Uzaraga, at the City of Swan.

Mr Butcher provided information on the vacant premises database currently used by the City of Swan to support the Midland Alive and Working Project and the need to establish a similar database for the Joondalup CBD.

Mr Smith, Chief Executive Officer then raised an issue on behalf of Cr P Rowlands who had suggested that the City of Joondalup explores the possibility of acquiring, or leasing long-term, some of the vacant premises in the Joondalup CBD and that these premises could be used for commercial or community use. Discussion took place concerning the potential uses of these vacant premises.

Ms van Hall outlined the possibility of Cultural Development using some vacant space in the CBD precinct.

Mr Uzaraga raised the issue of a Learning City hub co-located with the Department of Training in the Central City area. The possibility of a CBD promotions office was also raised. It was possible that the CBD Promotions Officer and associated projects such as the City Centre Master Plan be co-located at this venue.

Ms O'Halloran outlined details of an Employee Abilities Centre in conjunction with community-based agencies for which tenders close at the end of August with a final decision made by the end of October.

Ms Horgan raised the issue of long term strategic planning for the Joondalup CBD, the "look" and the type of businesses that the City wants to attract to the area.

It was agreed that the relevant City of Joondalup officers would meet to examine the possibility of a City Centre Office accommodating projects that include:

- The City Centre Master Plan Process
- Learning City Project
- CBD Enhancement Project
- Cultural Development

Action: F Uzaraga to arrange the meeting of relevant City of Joondalup officers to examine accommodation options for the above projects.

5.0 BUSINESS ITEMS

5.1 CBD Promotions Officer

Mr Uzaraga updated the Committee regarding the appointment of Mr N Baxter to the position of CBD Promotions Officer until the end of the existing contract on 31 January 2003.

Action: All to note.

5.2 Quarterly Report to the Regional Assistance Programme (RAP)

Mr Uzaraga outlined the details contained in the Quarterly Report to RAP for the period 1 April 2002 – 30 June 2002.

Items detailed in the Report included:

- The successful submission to the Perth Criterium Series Pty Ltd to obtain a Perth Criterium Series Event in Joondalup for 2003 and 2004 – bringing international elite level cycling to the Joondalup Region;
- Launch of Nonna Delma's Italian Restaurant;
- World Environment Day – working across the organisation with cultural development, community education and environmental staff;
- Submission to the Rugby World Cup (RWC) 2003 organising Committee.

Action: All to note.

Mr Smith outlined details of the day spent with RWC 2003 senior executives and provided an overview of training and accommodation facilities. Mr Smith also added that the City has frequently been in contact with the RWC 2003 organisers and provided further information and assistance when required. A decision or direction on team accommodation and training facilities will be known by the end of the year.

The Chairman requested that Mr Uzaraga provides the Committee with information regarding agenda items, seven days prior to the meeting to allow members time to look over details.

Action: F Uzaraga to provide information direct to the Committee at least seven days prior to the Committee meeting.

Ms O'Halloran questioned the promotion of Nonna Delma's Italian Restaurant as a "one-off" promotion. The Chairman agreed that the City must be equitable when promoting new premises and offer the same opportunities to all business owners. Mr Uzaraga assured the Committee that an equitable approach is being taken regarding all new business openings in the CBD target area.

5.3 Food and Entertainment Working Group Update

5.3.1 Signage for Central Walk

Cr Kadak stressed to the Committee the urgent issue of signage for the Central Walk area and the fact that it had been continually raised at Food and Entertainment Working Group meetings.

Mr Uzaraga mentioned that the promotion was least effective for the businesses located in Central Walk. These are the same stakeholders that were highlighting the need for signs to clearly identify the Central Walk area to potential customers.

Cr Kimber reinforced Cr Kadak's point that the signage issue needs to be addressed as soon as possible in order to compensate for Central Walk's lack of direct access or visibility from cars on the street.

Action: C Higham to address the issue of signage in the context of the Central Walk Project.

5.3.2 Evaluation of feedback from “The Spirit of a Northern Christmas in Joondalup” Christmas in July Promotion

Mr Baxter, CBD Promotions Officer, informed the Committee of the feedback received from businesses involved in the Christmas in July promotion. Overall, feedback received had been positive, with genuine optimism for future promotions.

Cr Kadak informed the Committee that the Food and Entertainment Working Group remained positive for the next promotion even though some had poor results during Christmas in July and that they wanted to participate next year. Cr Kadak identified the short amount of lead-time as a critical part in the success of the campaign.

Action: CBD Promotions Officer to note.

The Committee discussed the marketing matrix that was presented at the previous meeting, its progress and planning for future items. It was agreed that a redesign of the marketing matrix to the end of the current financial year was a high priority for the CBD Enhancement Project.

The Chairman requested regular updates on the progress of the CBD Enhancement Project in addition to the monthly Steering Committee meetings.

Mr Uzaraga indicated that all members of the Committee would now receive email updates on relevant progress of the Project.

Actions:

- 1. N Baxter to re-design the marketing matrix.*
- 2. F Uzaraga to provide regular updates on the progress of the CBD Enhancement Project.*

5.3.3 Dining and Entertainment Passport/Card

Mr Baxter outlined the planning and ideas for the next promotion, that is currently in its development stage.

5.3.4 Joondalup Night Markets

Ms van Hall outlined the summer events program that has been planned by the City of Joondalup for January 2003. This will include concerts throughout the month of January with highlight concerts featuring during the Perth Criterium Series Cycling and Australia Day weekend.

Mr Smith indicated that Australia Day is a prime opportunity to target promotions for the Joondalup CBD.

Action: All to note.

6.0 GENERAL BUSINESS

Discussion took place regarding a draft copy of “Joondalupdate”. Mr Butcher indicated that one of the main issues with CBD businesses was the lack of communication from the City.

The Chairman suggested the idea of an information stand at Lakeside Shopping Centre that could include CBD information.

Discussion also took place regarding the removal of the liquor licence for a proposed Irish hotel/piano bar and its subsequent development as commercial premises. Mr Smith suggested it might be beneficial for the City to meet with the developers to encourage the right business mix for the CBD.

Action: F Uzaraga to make contact with the developers with a view to setting up a possible meeting.

Ms Hardy updated the Committee on the details of the Joondalup Business Incubator due to open in October. It was agreed that synergies could be developed between this project and the CBD Enhancement Project.

The Committee discussed the role of the JBA and the BEC in the Joondalup CBD Enhancement Project. The Chairman suggested that a deputy be nominated from the JBA and BEC to attend meetings when the nominated Committee member is unable to attend. The idea of business representation on the Committee was also suggested.

The Chairman raised the idea of the Department of Employment and Training and the Business Enterprise Centre providing training opportunities to Joondalup business owners.

Mr Smith outlined the basis of the City's submission to locate the proposed Hospitality Training Centre in the Joondalup City area when Carine TAFE closes at the end of 2003.

Mr Uzaraga reported to the Committee that the RAP seed funding had been successful in securing the CBD Enhancement Project as a City of Joondalup project, with an additional \$81,000 in funds being approved in the 2002/03 Budget.

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 5 September 2002 at 08:00 hrs.

CLOSE OF MEETING

The meeting closed at 09:30 hrs