

File: 53469

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CITY OF JOONDALUP

Notice is hereby given that a Meeting of the CBD ENHANCEMENT PROJECT STEERING COMMITTEE will be held in CONFERENCE ROOM 2, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP on THURSDAY 10 OCTOBER 2002 commencing at 08:00 hrs.

DENIS SMITH
Chief Executive Officer
Thursday 3 October 2002

Joondalup
Western Australia

ATTENDANCES AND APOLOGIES

Committee Members

| | |
|------------------------|--|
| <i>Cr A Patterson</i> | Councillor (South Coastal Ward) |
| <i>Cr P Kadak</i> | Councillor (Lakeside Ward) |
| <i>Cr P Kimber</i> | Councillor (Lakeside Ward), Chairman |
| <i>Mr T Beard</i> | Manager, North West Metro Business Enterprise Centre |
| <i>Ms L O'Halloran</i> | Regional Employment Co-ordinator, Department of Employment & Training |
| <i>Mr R Poliwka</i> | President, Joondalup Business Association |
| <i>Ms M Horgan</i> | Small Business and Economic Development, Perth Area Consultative Committee |

City of Joondalup Officers

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|------------------|--|
| <i>D Smith</i> | Chief Executive Officer |
| <i>C Higham</i> | Director Planning and Community Development (or nominee) |
| <i>D Butcher</i> | Special Projects Officer |
| <i>F Uzaraga</i> | Co-ordinator Economic Development |
| <i>N Baxter</i> | CBD Promotions Officer |

Guests

| | |
|----------------|--|
| <i>J Boyd</i> | Cultural Development Coordinator |
| <i>R Hardy</i> | Manager Strategic and Corporate Planning |
| <i>E Chua</i> | Representative – Youth Advisory Council |

Apologies

| | |
|-----------------|-------------------------------|
| <i>M Gordon</i> | Youth in Public Space Officer |
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TERMS OF REFERENCE OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE - Objectives

File: 53469

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1. To monitor the financial accountability requirements of the City's funding contract under the Regional Assistance Program 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 finding after 31 January 2003.
2. 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.
 3. To make recommendations to Council regarding strategies for the project's financial self-sufficiency by the nominated target of the 2004/05 financial year.

AGENDA

1. **ATTENDANCE AND APOLOGIES**
2. **DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY**
3. **CONFIRMATION OF MINUTES**

Minutes of the CBD Enhancement Project Steering Committee held on 28 June 2002 and Informal Meeting held 8 August 2002 (previously distributed).
4. **BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS**

File: 53469

Items of business outstanding are listed at **Attachment A** to this agenda.

5. BUSINESS ITEMS

5.1 Appointment of Ms Enid Chua, Youth Advisory Council, to the CBD Enhancement Project Steering Committee

Council, at its meeting held on 13 August 2002, authorised that the Committee's Terms of Reference include a representative from the Youth Advisory Council to be appointed to the Committee.

RECOMMENDATION

That the CBD Enhancement Project Steering Committee recommends to Council that Ms Enid Chua, Youth Advisory Council Representative, be appointed as a member of the CBD Enhancement Project Steering Committee.

5.2 Marketing Matrix Re-design including an update on the Marketing Plan

A copy of the draft Matrix is at **Attachment B** to this agenda.

It is recommended that the Committee discuss the suggested items with a view to prioritising CBD Promotion activities.

5.3 Joondalup Night Markets Update

F Uzaraga, Sustainable Development Coordinator, to update the Committee on the latest issues concerning the Night Markets for information/discussion.

5.4 JoondalUPDATE Publication

N Baxter, CBD Promotions Officer, to update the Committee regarding the new format for JoondalUPDATE (**Attachment C to this agenda**).

It is recommended that the Committee endorse the new format of the JoondalUPDATE Publication.

5.5 CBD Website - cbd.joondalup.biz

F Uzaraga to update the Committee on plans for the web site development for information/discussion.

5.6 Update on the Central Walk Art Gallery – C Higham

A report on this item (**Attachment D**) will be provided by email to the Committee members prior to the meeting.

RECOMMENDATION

That the CBD Enhancement Project Steering Committee recommends to Council that it supports the proposal for development of a community art gallery in Central Walk Joondalup.

5.7 Central Walk Signage

A report on this item (**Attachment E**) will be provided by email to the Committee members prior to the meeting.

5.8 Report - Swap Meet or similar Operations (**Attachment F**)

RECOMMENDATION

That the CBD Enhancement Project Steering Committee recommends to Council that it supports the endorsement for a call for expressions of interest for swap meet or similar operations in the Joondalup CBD.

5.9 Real Estate Agents - Student Accommodation, Breakfast (28 November 2002)

A verbal report on this item to be provided by D Butcher/F Uzaraga.

6. GENERAL BUSINESS

7. 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 at a date and time determined by the Committee (Thursday 7 November 2002 at 08:00 hrs is suggested).

CLOSE OF MEETING