
CITY OF JOONDALUP

MINUTES OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE HELD IN CONFERENCE ROOM 2, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON THURSDAY 10 OCTOBER 2002.

The Chairman Cr P Kimber opened the meeting at 0800 hrs.

1 ATTENDANCE AND APOLOGIES

Committee Members

<i>Cr P Kadak</i>	Councillor (Lakeside Ward) (from 0804 hrs)
<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 (from 0804 hrs)

City of Joondalup Officers

<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 (from 0810 hrs)
<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
<i>C Terelinck</i>	Manager Approvals Planning and Environmental Services
<i>S Veljanoska</i>	Coordinator, Urban Design and Policy

Apologies

<i>M Gordon</i>	Youth in Public Space Officer
<i>Cr A Patterson</i>	Councillor (South Coastal Ward)

2 DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

There were no declarations of financial interest.

The Chairman welcomed and introduced Ms Enid Chua, Youth Advisory Council representative, to the meeting.

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).

MOVED Mr M Horgan SECONDED Cr P Kimber that the Minutes of the CBD Enhancement Project Steering Committee held on 28 June 2002 and Informal Meeting held 8 August 2002 were accepted as a true and accurate record.

The Motion was Put and

CARRIED

4 BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS

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

- Owners and Vacant Properties Working Group (Agenda Business Item).
- Signage for Central Walk (Agenda Business Item).

State Government Licensing in the Joondalup CBD

Mr F Uzaraga and Mr C Higham provided information on the outcome of a meeting with Ms Kerry Pearmain.

During the meeting it had been highlighted that funding may be available from the Lotteries Commission for applications for community development.

Mr T Beard commented that he had been approached by interested parties who wished to open a newsagency in the Central Walk area, however had been unable to make a commitment until a Lotteries licence was obtained (70% of revenue comes from that activity). Similarly, an Australia Post licence could not be obtained.

Action: F Uzaraga and T Beard to produce a business case in principle and report back to the CBD Enhancement Project Steering Committee, with a view to a deputation being made to the Lotteries Commission. This matter to be progressed as a matter of priority.

CARRIED.

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 provided at Attachment B to the agenda.)

The Chairman requested updates for the Committee of various CBD projects within the Matrix.

Mr N Baxter advised the Committee that the Joondalupdate publication (currently with the printer) was to be distributed following the approval of the Committee. (Attachment C to the agenda refers.)

Discussion followed regarding the CBD Website.

Action: F Uzaraga to discuss linking the CBD website and the 2Cities.com website with Mr J Ridgeway, City of Wanneroo.

Mr R Poliwka queried the timeline for the availability of the current businesses database. Mr Uzaraga advised that problems existed with the Proclaim system and the project was labour intensive. Mr D Smith suggested that the project could be outsourced.

Action: F Uzaraga to expedite the businesses database project.

Mr F Uzaraga advised the Committee, for information, that discussion had taken place with the Small Business Development Corporation to arrange short courses in the New Year for CBD businesses on *Enhancing Marketing, Customer Service* and *Financial Cash Flow*. (The Business Enterprise Centre also ran similar courses through its network.)

In response to a query from Cr P Kadak, Mr Baxter advised that the Joondalupdate publication print run would be for 500 copies and distributed to businesses in the CBD.

Action: Suggestions for further distribution of the Joondalupdate Publication to be forwarded to Mr N Baxter – All.

Mr R Poliwka suggested that consideration could be given to the Extreme Youth Festival being held in Central Park for next year.

Action: J Boyd to note that consideration be given for the Extreme Youth Festival to held in Central Park for 2003.

Mr Boyd updated the Committee, for information, of various concert events scheduled as part of the Joondalup Festival and not included in the Matrix.

5.3 Joondalup Night Markets Update

F Uzaraga updated the Committee on the latest issues concerning the Night Markets for information/discussion.

A letter had been received from the current operators, Big Splash Events and Future Systems, advising they did not wish to continue the operation of the Night Markets.

It was suggested, for the Committee's approval, that the City's Strategic and Corporate Planning unit operate the Night Markets for this year (December 2002 – January 2003) and review the operation for the following year, commencing December 2003. The project would also involve staff from the Cultural Development unit and Infrastructure Management Services.

Action: Mr F Uzaraga/Mr N Baxter to co-ordinate the operation of the Night Markets for December 2002 – January 2003 and review the operation for the following year. Mr Steve Mercer, Joondalup Fresh Markets, and Ms E Chua, Youth Advisory Council representative, to be consulted on the operation of the Markets.

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

Following discussion on this item, Mr Poliwka highlighted the number of newsletter style publications such as the Joondalup City Citizen produced by the Inner City Residents Association and the Joondalup Business Associations' Joondalup Business Focus and recommended collaboration in the production of these newsletters.

5.5 CBD Website - cbd.joondalup.biz (F Uzaraga to update the Committee on plans for the web site development for information/discussion.)

The location of the site was discussed and it was proposed that a web page or site should be a linked through to major web sites.

Action: F Uzaraga to arrange for the web page or site to be linked through to major web sites.

5.6 Update on the Central Walk Art Gallery – C Higham (A report on this item (Attachment D to the agenda) provided by email and hardcopy to the Committee members prior to the meeting.)

Mr C Higham, Director Planning and Community Development and Mr J Boyd, Cultural Development Co-ordinator, provided a verbal report on the proposed project.

Mr Smith provided information regarding current and future funding of the proposal and further funding opportunities were discussed by the Committee.

The Chairman suggested that the project concept for a Central Walk Art Gallery be endorsed in principle and remain on the table until further funding could be identified.

Action: C Higham/C Terelinck to identify further funding for the proposed Central Walk Art Gallery.

5.7 Central Walk Signage (A memorandum on this item (Attachment E to the agenda) provided by email and hardcopy to the Committee members prior to the meeting.)

The Committee viewed conceptual drawings of the signs to be erected at Central Walk and Grand Boulevard. A verbal update was provided by Mr C Higham and Mr C Terelinck that the consultant had been engaged to produce sign Type 2, with an amendment to include a tenancy panel.

Action: C Terelinck to manage the process of the Central Walk Signage.

5.8 Report - Swap Meet or similar Operations (Attachment F to the Agenda)

Following discussion, a motion was put that the CBD Enhancement Committee supported the call for expressions of interest for swap meet or similar operations in the Joondalup CBD.

RECOMMENDATION

MOVED Mr R Poliwka SECONDED Cr P Kimber 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.

The Motion was Put and

CARRIED

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

A verbal report on this item was provided to the Committee for information, by Mr D Butcher. Mr Butcher advised that a shortage of student accommodation had been envisaged by Edith Cowan University. The University had approached the City for assistance in addressing this issue. It was proposed that a networking breakfast be held (the venue to be confirmed) to bring together a network of agencies to address the issue.

Mr Uzaraga advised that an attendance charge for the breakfast would reimburse budget expenditure.

Action: F Uzaraga to update the Committee on the progress of the Student Accommodation Breakfast.

6 GENERAL BUSINESS

Mr Poliwka left the meeting at this point the time recorded at 0905 hrs.

Vacant Lots – CBD

The issue of litter on vacant lots was raised.

It was advised by Mr D Smith that this was being addressed following a site inspection that had been attended by the Mayor J Bombak and ward Councillors. The majority of the blocks identified had been cleared of litter and this matter was in hand.

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

The Chairman declared the meeting closed at 0910 hrs.