

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 7 NOVEMBER 2002 commencing at 08:00 hrs.

DENIS SMITH
Chief Executive Officer
Thursday 31 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
<i>E Chua</i>	Representative – Youth Advisory Council

City of Joondalup Officers

<i>C Higham</i>	Director Planning and Community Development (or nominee)
<i>F Uzaraga</i>	Co-ordinator Economic Development
<i>N Baxter</i>	CBD Promotions Officer
<i>M Gordon</i>	Youth in Public Space Officer
<i>J Boyd</i>	Cultural Development Coordinator
<i>K Robinson</i>	Acting Manager Strategic and Corporate Planning, Manager Audit and Executive Services
<i>W Penegar</i>	Minutes

Apologies

<i>D Smith</i>	Chief Executive Officer
<i>R Hardy</i>	Manager Strategic and Corporate Planning

TERMS OF REFERENCE OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE - Objectives

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 10 October 2002 (previously distributed).

4. **BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS**

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

5. BUSINESS ITEMS

5.1 Marketing Matrix

It is recommended that the Committee discuss the suggested items with a view to prioritising CBD Promotion activities. N Baxter and F Uzaraga to update the Committee regarding progress of activities to date.

Items include:

- “Welcome to Joondalup’ brochure/kit for students and conference delegates
- Business opportunities/attraction kit
- SBDC/BEC training courses for small businesses in the Joondalup CBD
- CBD webpage development/linkage with 2Cities portal

The marketing matrix is included as **Attachment B**. A final copy of Joondalupdate – CBD Edition, Issue 1 is also included.

5.2 State Government Licensing in the Joondalup CBD

At the meeting held on 10 October 2002, it was requested that Mr F Uzaraga and Mr T Beard produce a business case in principle and report back to the CBD Enhancement Project Steering Committee.

A verbal report will be made on this item, together with a discussion of the current liquor licensing appeal from potential developers of the old Pepperino’s site.

The Committee needs to note that T Beard has advised that the potential investor into a newsagent has pursued an alternative business opportunity. The City will need to await a new businessperson seeking to apply for a lottery license in the CBD in order to proceed with a business case.

A discussion with the proprietor of the proposed licence for the old Pepperino site has revealed that the current appeal is ongoing with two established licensees in the CBD raising objection before the Liquor Licensing tribunal.

5.3 Joondalup Night Markets Update

F Uzaraga, Economic Development Coordinator, to further update the Committee at the meeting.

As outlined to the Committee at its last meeting, the current licensees have written to the City seeking to withdraw from their contract to run the Joondalup night markets.

Currently a discussion paper has been submitted for consideration by Corporate Executive Team meeting on Monday 4 November 2002 regarding the available options. Members of the Committee will be updated on the outcome of Corporate Executive's deliberations.

5.4 Report - Swap Mart or similar Operations – Report to 5 November 2002 Council Meeting

At the meeting held on 10 October 2002 the CBD Enhancement Project Steering Committee recommended to Council that it supported the endorsement for a call for expressions of interest for swap meet or similar operations in the Joondalup CBD.

This item has been forwarded as part of Council agenda for its meeting on Tuesday 5 November 2002. A copy of Council Agenda item CJ CJ264-10/02 is included as **Attachment C**.

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

F Uzaraga to provide a verbal report on this item detailing the outcomes from the organising committee meeting on Tuesday 5 November 2002.

It is planned that the forum will take place on Thursday 28 November between 9.00am and 10:30am in Council Conference Room 1. The proposed order of proceedings will include:

- 1) Welcome by the Mayor
- 2) Presentations by Accommodation Managers from ECU, West Coast College, AIUS and the WA Police Academy.
- 3) Questions and answer session involving a REIWA representative.
- 4) Closing of the forum followed by light morning tea for informal networking among participants.

The cost of the event will be sourced from the Economic Development promotion budget and ECU has indicated that it may also contribute to part of the forum's cost.

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 12 December 2002 at 08:00 hrs is suggested).

CLOSE OF MEETING

OUTSTANDING BUSINESS - CBD ENHANCEMENT PROJECT STEERING COMMITTEE – ATTACHMENT A

Meeting Date	Item	Action	Status
8 August 2002	Signage for Central Walk	Action: C Terelinck to manage the process of the Central Walk Signage.	Update report provided by C Higham to the Committee prior to the 10 October meeting. (Updated 31/10/02)
10 October 2002	Under Item 5.2	F Uzaraga to discuss linking the CBD website and the 2Cities.com website with Mr J Ridgeway, City of Wanneroo.	F Uzaraga is Chairing the Marketing Working Group of the 2 Cities portal and will utilise the CBD project to cross-promote the 2 Cities portal. (Completed 25/10/02.)
10 October 2002	Under Item 5.2	F Uzaraga to expedite the businesses database project.	F Uzaraga is a member of the City of Joondalup Parking Strategy group. A key element of the group is the development of a database covering various aspects of properties and businesses in the Joondalup City Centre. (Updated 31/10/02)
10 October 2002	Joondalup Night Markets Update	Mr F Uzaraga/Mr N Baxter to coordinate 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.	Note: Subsequent to the Committee meeting, a report was submitted for the agenda of the Executive meeting to be held on 4 November 2002. (Updated 31/10/02)
10 October 2002	Update on the Central Walk Art Gallery	C Higham/C Terelinck/J Boyd to identify further funding for the proposed Central Walk Art Gallery	Additional funds being sourced and savings in rent expenditure under negotiation. (Updated 31/10/02)