

CITY OF JOONDALUP

MINUTES of the CBD ENHANCEMENT PROJECT STEERING COMMITTEE held in CONFERENCE ROOM 2, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP on THURSDAY 7 NOVEMBER 2002

The Chairman opened the meeting at 0804 hrs with a quorum of 5 Committee members present.

1. ATTENDANCE AND APOLOGIES

Committee Members

<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 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>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>C Terelinck</i>	Manager Approvals Planning & Environmental Services
<i>W Penegar</i>	Minutes

Apologies

<i>D Smith</i>	Chief Executive Officer
<i>C Higham</i>	Director Planning and Community Development (or nominee)
<i>R Hardy</i>	Manager Strategic and Corporate Planning
<i>Cr A Patterson</i>	Councillor (South Coastal Ward)
<i>Mr R Poliwka</i>	President, Joondalup Business Association
<i>Ms L O'Halloran</i>	Regional Employment Co-ordinator, Department of Employment & Training

2. DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

There were no 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).

MOVED Cr P Kadak SECONDED Ms M Horgan that the Minutes of the CBD Enhancement Project Steering Committee held on 10 October 2002 be accepted as a true and correct record.

The Motion was Put and

CARRIED

4. BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS

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

Signage for Central Walk

Mr C Terelinck provided an update on the delivery timeline for the CBD signage. Cr P Kadak requested information relating to the colour scheme specifications for the signs.

Action: C Terelinck to provide information regarding the colour scheme specifications for the signs to Cr P Kadak.

CBD Website

Mr F Uzaraga advised the Committee that the CBD Enhancement website, currently being developed would include:

- demographic data;
- and a graphical map;
- business services available (links to the BEC site).

Ms Chua suggested that the Youth Advisory Council site and its contacts database would also be a useful link.

Mr T Beard suggested that advertisements in the joint Business Directory (City of Joondalup and Joondalup Business Association) are updated through the Business Association's web site and the Business Association could provide information for the site via these advertisements.

Action: Mr Uzaraga to provide a report to the Committee on this item and to consult with the Business Enterprise Centre/Joondalup Business Association and Youth Advisory Council representatives.

Businesses Database

Mr Uzaraga updated the Committee that a database of businesses in the City Centre was being undertaken by an officer no longer with the City (as part of the City of Joondalup Parking Strategy working group) and considered that the two database projects might be undertaken as one project. The officer had been working towards the creation of a map of the CBD showing buildings vacant and occupied and lots vacant, and the information had been obtained via the City's Proclaim system.

Following further discussion on the database and map, it was resolved that Mr Uzaraga should report back to the Committee on the progress of its development.

Action: That Mr F Uzaraga to report back to the Committee on the progress of the development of the map.

Joondalup Night Markets

Mr Uzaraga updated the Committee that a report on the Night Markets had been submitted to the meeting of the Executive on 4 November 2002. The Executive had agreed that a Deed of Surrender be pursued with the current organisers so that the project can be undertaken “in-house”.

Mr K Robinson advised the Committee that the report on this item would now be submitted to the Council meeting to be held on 26 November 2002 and that the administration are making arrangements to operate the markets during the months of December and January, so that the communities expectations will be met. The operations would be undertaken by the Co-ordinator Economic Development and the CBD Promotions Officer in co-operation with Mr James Boyd, Cultural Development Co-ordinator. The Executive team would ultimately carry out a review of operations for future seasons of the Joondalup Night Markets.

The Chairman noted that the Council had endorsed the call for submissions for swap meet or similar operations at its meeting held on Tuesday 5 November 2002 and requested that both items be monitored as an outstanding action item.

Action: That the Joondalup Night Markets and Call for Submissions for Swap Meet or similar Operations be monitored as an outstanding action item for regular progress reports for the Committee.

Central Walk Art Gallery

Mr Boyd advised that the Department of Training had approved the development of an employability centre to be located within the CBD. The City is working closely with Ms O’Halloran on the selection of the site and negotiations are continuing. It was envisaged that the feasibility of a co-location would be known within the next 2-3 weeks.

5. BUSINESS ITEMS

5.1 Marketing Matrix (Attachment B to the agenda.)

Food and Entertainment Card

Mr N Baxter advised that the working group had not wholly supported the ‘entertainment card’ concept but that other ‘value add’ card ideas would be put to the stakeholders.

The Chairman sought the comments of the Committee on the Joondalup update publication (circulated with the agenda) and Ms Horgan expressed positive feedback on the publication.

Mr Baxter advised that:

- Staff members of the City's libraries had expressed an interest in providing information within the publication to the CBD business owners.
- CBD business proprietors had been consulted via a letter advising that any promotional ideas for the night markets could be forwarded to the CBD Promotions officer.
- Information for the 'Welcome to Joondalup' kit has been compiled and will be forwarded to the City's Marketing Services.

The Chairman noted that the Sunset Coast Tourism Forum (not included in the Matrix) would be held on Wednesday 27 November 2002. Mr Uzaraga advised that information could be provided via an email to market the forum and that CBD businesses would also receive the information.

Mr Baxter further advised that:

- In partnership with ECU, an information pack would be provided to the large number of students that will come to Joondalup in 2003. The information on Joondalup would be provided in a conference pack to delegates of the Indo-Pacific Ecosystem Health Conference in November and the Australian Association for Institutional Research (AAIR) Conference in December.
- A business attraction kit is currently being prepared. Census Explorer software would be used to analyse the data from the 2001 Census.

Mr Uzaraga advised that dates of the Small Business Development Corporation (SBDC) courses would be confirmed following a meeting with the SBDC to be held on 11 November 2002. Businesses would be notified by direct mail. A *Risk Analysis* course is now also available. Mr T Beard advised that the BEC would also be holding an SBDC all day workshop on 30 November 2002.

Following discussion on reciprocal promotion, Cr P Kadak commented on the tourism potential of Joondalup and that Joondalup should be promoted as the 'Capital of the Sunset Coast'.

Further discussion followed on the content of the forum.

Action: W Penegar to provide the information brochure on the Sunset Coast Tourism Business Forum to the CBD business proprietors and circulate the brochure with the minutes of the meeting.

The Chairman suggested that information regarding the business incubator could be included in the business attraction kit.

Action: N Baxter to liaise with Mr T Beard to obtain information on the business incubator to be included in the business attraction kit.

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 with a view to a deputation being made to the Lotteries Commission.

Mr Beard provided the Committee with an update that the potential investors in a newsagency in the CBD had lost interest and decided to purchase in an alternative area, as they had been unable to obtain a Lotteries or Australia Post licence. It would therefore not be possible to produce a case study in this instance.

Mr Uzaraga advised that a discussion had been held with the proprietor of the old Pepperino's site regarding a proposed liquor licence. 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

(This item was discussed as an outstanding business item.)

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

At its meeting on 5 November 2002, Council endorsed the calling of submissions from local community groups, sporting clubs and other organisations to run a swap meet, car boot sale, second hand car exchange or similar event in the Joondalup CBD.

Action: F Uzaraga to report back to the Committee on the submissions for Swap Mart or similar Operations.

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

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

The forum would be taking place on Thursday 28 November between 9.00 am and 10.30 am 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 Edith Cowan University had indicated that it could also contribute to a portion of the forum's cost.

Invitations would be sent out within the next 1-2 days.

6. GENERAL BUSINESS

State Government Licensing in Joondalup CBD (Agenda Item 5.2 refers.)

Cr P Kadak queried whether a process is currently in operation, to address any gaps identified in suppliers in the City.

Mr Uzaraga advised the Committee that data to enable an analysis of a comparison between Joondalup and metropolitan Perth had not been received from the Australian Bureau of Statistics at this point in time as it is currently in transition for business counting.

Cr Kadak suggested that as issues involved various State Government instrumentalities, this matter should be pursued with State Government in the first instance to address the structural issues.

Action: That the Chief Executive Officer contact the State Politicians so that they are made aware of the discovery of the issue of stumbling blocks in creating opportunities in Joondalup and that the politicians be requested to suggest a course of action.

Development of Web Sites

Discussion followed on web site marketing and the number hits to current web sites.

F Uzaraga clarified a point raised that the majority of information would be provided via the 2Cities web site.

Action: F Uzaraga to liaise with Information Services to provide the number of hits for the web sites.

At the request of the Chairman, Ms M Horgan, representative of the Perth Area Consultative Committee, advised that the City's reports are online with the original objectives of the 2Cities project given the time delays.

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

The Chairman declared the meeting closed at 0915 hrs.