

CITY OF JOONDALUP

Minutes of the Joondalup Festival Committee Meeting held in Conference Room 2, Civic Centre, Boas Avenue, Joondalup on Wednesday 1st March 2000, commencing at 6.30pm.

In Cr Kadak's absence Mark Stanton assumed the acting chair and declared the meeting open and welcomed all in attendance

1. Attendance

Cr Paul Kadak	- from 6.45 pm
Cr Judi Hurst	
Mark Stanton	Manager Leisure and Ranger Services – <i>Acting Chairman to 6.45 pm</i>
James Lawton	Manager Marketing Services
Corine van Hall	Special Events Officer
Belinda Cobby	Arts Project Officer
Apologies	
Di Shaw	Cultural Development Co-ordinator

MOVED J Hurst, **SECONDED** J Lawton that in Cr Kadak's absence M Stanton assume the Chair.

CARRIED

2. Confirmation of Minutes

MOVED M Hurst, **SECONDED** J Lawton that the minutes of the meeting held 2 February 2000 are a true and accurate record of the meeting.

CARRIED

3. Programme Update

C van Hall tabled the final Festival Program and gave a brief description of the bands, buskers, Dance Program, BMX and Skate Competition and activities at the Festival.

The food festival, Feastivities had unfortunately not received the diversity of food applications hoped for. Some were not interested in the promotional opportunities proposed and others could not manage the staffing or cost associated with setting up a secondary stall. A second proposal is currently being put to local restaurants initially and outside food vendors afterwards. Food vendors such as the Il Padrino Pizza Van, a crepe van and others of high quality presentation will be approached, to ensure the quality of food would be healthy and affordable for Joondalup families. It is hoped that more local restaurants would come on board with the second offer.

Cr Kadak arrived at 6.45pm, and assumed the Chair.

B Cobby gave an update on the Street Parade. Festival float builders, music makers and costume designers are on board and designs of floats were tabled. The Workshops are currently underway with the 10 selected schools. It is estimated that 2,500 people will participate in the parade, with over 50,000 spectators.

Road closures are planned and being approved. The 2000 Joondalup Festival Risk Management Plan is also currently underway.

4. Marketing and Promotion Update

Posters and Bookmark were tabled. The program is currently with the printers, to be delivered to the City of Joondalup on 3 March 2000. Distribution to households in the region will be completed by 13 March 2000.

The Festival Posters have been distributed throughout the area, and also located in key sites throughout the metropolitan area. Bookmarks with the Festival design have been distributed to the libraries and will go out in each book that is checked out.

The TV advert will be put to air the week preceding the Festival and is being reworked by 303 Design, producers of the advertisement for last year. The Festival Web Page is up and running however the "hit" counter was still not installed due to a new system being installed by Gene Echolls. It will be installed as soon as possible.

J Lawton advised that the VIP Function would be a Sponsor's Function and would be held in a marquee with a full view of the Parade. Councillors would be given a list of guests to host at the function, with a maximum of 3 guests. The function will be held from 6pm - 9pm on Saturday 25 March 2000 on Grand Boulevard.

Meeting Closed at 7.55pm

9. Date of Next Meeting

Wednesday 15 March at 6.30pm.