

CITY OF JOONDALUP

MINUTES OF THE JOONDALUP FESTIVAL AND SUMMER EVENTS COMMITTEE MEETING HELD IN CONFERENCE ROOM 2, CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON WEDNESDAY 13 DECEMBER 2000, COMMENCING AT 6.30PM.

Cr Kadak declared the meeting open at 6.45pm and welcomed all in attendance

1. ATTENDANCE AND APOLOGIES

Cr Paul Kadak	Chairperson
Cr Judi Hurst	Councillor
James Lawton	Manager Marketing Services
James Boyd	Co-ordinator Cultural Development
Corine van Hall	Special Events Officer
Apologies	
Mark Stanton	Manager Leisure and Ranger Services

2. CONFIRMATION OF MINUTES

MOVED J Lawton **SECONDED** J Hurst that the minutes of the meeting held 15 November 2000 are a true and accurate record of the meeting.

CARRIED

3. 2001 JOONDALUP FESTIVAL AND SUMMER EVENTS UPDATE

J Boyd presented an update on the Joondalup Festival program. Arena Joondalup, West Coast College of TAFE, Edith Cowan University and the Joondalup Resort have all come on board as sponsors with the aim of holding satellite events in the lead up to the Joondalup Festival weekend. The proposed dates and events are;

- Joondalup Resort, a screening of *2001 A Space Odyssey* accompanied by the Fremantle Community Orchestra on Sunday 11 March or 18 March;
- West Coast College of TAFE, youth concert and *Image Magazine* launch on Friday 16 March
- Arena Joondalup, Northern Lights, Concert Under The Stars on Sunday 11 March or 18 March
- Edith Cowan University, Over the Fence Comedy Film Festival on Friday 23 March.

4. PROMOTION UPDATE

The Wanneroo Times, Network 10, 96fm, and the West Australian have been confirmed as the Festival media sponsors. The Festival television advertisement was discussed with agreement that 15 seconds with greater exposure would be more effective in 2001 as the Festival now had recognition within the community. Quotes are currently being sought.

The Summer Events Program calendar has been distributed to residents with the poster due to be distributed in the last week before the Christmas holidays. Cr Kadak suggested including the Youth Services *Youth Expo* within Festival promotions to consolidate the City's activities. This could be achieved on the Festival web page.

J Boyd informed the meeting the Festival web page would be online in the last week of December, and updated in February once the program is finalised. Cr Hurst also suggested including Festival images in the City of Joondalup Screen Saver.

5. SPONSORSHIP/FUNDING UPDATE

Arena Joondalup, West Coast College of TAFE, and the Joondalup Resort have all come on board as \$5,000 sponsors of the Festival, with Edith Cowan University again a major sponsor with \$10,000.

It was agreed the Sponsors Function would again be held at the Festival on the Saturday evening in conjunction with the Parade.

6. GENERAL BUSINESS

Reserved seating for Councillors will be available at each of the Summer Concerts, but would be removed for public use 10 minutes after the beginning of the concert.

Cr Kadak informed the meeting that the next Councillor's briefing session will be in the second week of February.

7. DATE OF NEXT MEETING

Wednesday 24th January 2001

The meeting closed at 7.30pm.