

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 8 AUGUST 2002 commencing at 08:00 hrs.

Denis Smith
Chief Executive Officer
Thursday 1 August 2002

Joondalup
Western Australia

ATTENDANCES AND APOLOGIES

Committee Members

<i>Cr P Kimber</i>	Councillor (Lakeside Ward), Chairman
<i>Cr C Baker</i>	Councillor (Marina Ward), Deputy Chairman
<i>Cr P Kadak</i>	Councillor (Lakeside Ward)
<i>Cr A Patterson</i>	Councillor (South Coastal Ward)
<i>Cr A Walker</i>	Councillor (Pinnaroo Ward)
<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

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 – Project Management
<i>F Uzaraga</i>	Co-ordinator Sustainable Development
<i>N Baxter</i>	CBD Promotions Officer

Apologies and Leave of Absence

Guests

<i>R Hardy</i>	Business Unit Manager Strategic and Corporate Planning
<i>M Gordon</i>	Youth in Public Space Officer
<i>C van Hall</i>	Summer Events Co-ordinator

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. **ATTENDANCES 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 28 June 2002 (previously distributed).

4. BUSINESS OUTSTANDING FROM PREVIOUS MEETINGS

Committee Members are to be updated regarding action items and outstanding business arising from the 28 June 2002 Committee meeting.

4.1 State Government Licensing in the Joondalup CBD

Sustainable Development Coordinator, F Uzaraga to update the Committee on State Government Licensing in the Joondalup CBD, including confirmation of correspondence with the Director of Liquor Licensing (*Attachment 1*) and the Lotteries Commission of Western Australia (*Attachment 2*).

4.2 Joondalup CBD Marketing Strategies

Sustainable Development Coordinator, F Uzaraga to update the Committee on the latest issues concerning the marketing plan.

4.3 Youth Advocate and Youth Advisory Committee (YAC) Representation on the Committee

F Uzaraga to update the Committee on the appointment of these positions and the progress of the recommendations to Council.

4.4 Owners and Vacant Commercial Properties Working Group

Special Projects Officer, D Butcher to update the Committee regarding the meeting at the City of Swan regarding the Midland Alive and Working Project.

5. BUSINESS ITEMS

5.1 CBD Promotions Officer

F Uzaraga to update the Committee on the appointment of Nick Baxter as CBD Promotions Officer for the remainder of the original contract (ends 31 January 2003).

5.2 Quarterly Report to the Regional Assistance Programme (RAP)

A copy of the report will be tabled at the meeting. Sustainability Coordinator, F Uzaraga will report any issues to the Committee.

5.3 Food and Entertainment Working Group Update

A Food and Entertainment Group has recently been formed in order to collaboratively promote the interests of CBD stakeholders in the regional marketplace. A number of issues have been raised at subsequent meetings including:

5.3.1 Signage for Central Walk

Several restaurant owners are concerned at the lack of signage to direct potential customers to the Central Walk area.

5.3.2 Evaluation of feedback from “The Spirit of a Northern Christmas in Joondalup” Christmas in July Promotion

The second meeting of the Food and Entertainment Working Group on Monday 5 August 2002 is designed to gauge the level of success of the Christmas in July campaign and determine the direction of future campaigns via this feedback.

CBD Promotions Officer, N Baxter and Sustainability Co-ordinator, F Uzaraga will update the Committee on this matter.

5.3.3 Dining and Entertainment Passport/Card

The next promotion for the Joondalup CBD is currently being developed around the idea of a dining and entertainment passport or card. The aim of this promotion is to encourage repeat visitation to CBD premises via a rewards program.

The main target for this promotion is local workers from the CBD area, students from the learning institutions (ECU, TAFE, AIUS/Curtin/Monash) and regular visitors to the Joondalup City area. It has become clear from the majority of business owners that the trading periods that need attention are the quieter times such as Monday-Friday lunchtimes and Monday-Thursday evenings.

This campaign will specifically target those times by focusing the core of the promotion through local employment and learning networks.

5.3.4 Joondalup Night Markets

Sustainable Development Coordinator, F Uzaraga to update the Committee with regard to a potential change in format of the Joondalup Night Markets.

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 on Thursday 5 September 2002 at 08:00 hrs.

CLOSE OF MEETING