

ATTACHMENT 1

CITY OF JOONDALUP

Minutes of meeting of the **CBD ENHANCEMENT PROJECT STEERING COMMITTEE** held in Conference Room 3, Joondalup Civic Centre, Boas Avenue, Joondalup on **WEDNESDAY 19 JANUARY 2005**.

ATTENDANCE AND APOLOGIES

Committee Members:

<i>Cmr J Paterson</i>	<i>Chairperson</i>
<i>Mr R Polikwa</i>	<i>Deputy Chairperson</i>
<i>Mr A Vlahov</i>	
<i>Ms L O'Halloran</i>	
<i>Ms P Court</i>	
<i>Mr D Godley</i>	

Officers:

Acting Chief Executive Officer	C HIGHAM
Manager Strategic & Sustainable Development	R HARDY
Team Leader Sustainable Development	S EVANS
Sustainable Development Officer	B TAPLEY

Guests:

Rotary Club of Karrinyup	N NEDKOFF
West Perth Football Club	B STEWART

APOLOGIES:

Mr G Foster
Ms M Horgan

The Chairperson declared the meeting open at 0900 hrs.

DECLARATIONS OF FINANCIAL INTEREST/INTEREST THAT MAY AFFECT IMPARTIALITY

Mr Poliwka declared a financial interest in properties located in the Joondalup CBD.

CONFIRMATION OF MINUTES

MINUTES OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE HELD ON 8 DECEMBER 2004

MOVED Mr Godley SECONDED Ms Court that the Minutes of the CBD Enhancement Project Steering Committee meeting held on 8 December 2004 be confirmed as a true and accurate record of proceedings.

The Motion was Put and

CARRIED

ONGOING BUSINESS ITEMS FROM PREVIOUS MEETINGS

Inner City Public Transport in the Joondalup City Centre – Joondalup CAT service

Ms Hardy provided an update on the Item and advised that the City was seeking confirmation of the financial contribution from Joondalup Health Campus and it was pursuing a decision by Main Roads WA regarding Traffic Calming Devices at Kendrew Crescent.

Mr Poliwka raised the point that the CAT service route does not include the Joondalup Business Park. Ms Evans advised that the inclusion of the Joondalup Business Park would extend the time taken to complete the route beyond 15 minutes and that this might detract students and other commuters from using the service. Ms Evans commented that the Business Park might be a future option for a CAT service route after the existing proposal has been implemented and trialled.

City of Joondalup Economic Development Strategy

Mr Tapley provided an update on the Item, informing the Committee that the Strategic and Sustainable Development business unit had completed work on an Economic Profile and Working Paper, which would be used for the development of an Economic Development Strategy. The Economic Profile and Working Paper will be taken to the Business Unit Managers and Executive Management Team for comments before being brought to the CBD Enhancement Project Steering Committee for comments.

Ongoing business items are listed at Appendix 1.

ITEMS OF BUSINESS

ITEM 1 SWAP MART IN THE JOONDALUP CITY CENTRE – [53469]

WARD - Lakeside

PURPOSE

To update the CBD Enhancement Project Steering Committee as to the establishment of a Swap Mart in the Joondalup City Centre.

EXECUTIVE SUMMARY

In the CBD Enhancement Project Steering Committee meeting held on 25 February 2004, the Committee recommended to Council that the City of Joondalup negotiate with the Rotary Club of Karrinyup and other interested parties to run a swap mart in the Joondalup CBD. The minutes of the CBD Enhancement Project Steering Committee meeting were subsequently noted in the Meeting Of Joint Commissioners held on 30 March 2004. The Rotary Club of Karrinyup and West Perth Football Club are now working together to draft a joint proposal that will disclose their plan to run the Swap Mart.

DETAILS

On 17 December 2003 the City received a proposal from the Rotary Club of Karrinyup to operate a 'Fresh Market/Swap Mart in Cooperation with the City of Joondalup' (Attachment 1). Then on 2 July 2004 the City received a proposal by West Perth Football Club to operate a Car Boot Sale in the Joondalup City Centre (Attachment 2). The City has recently been in contact with both parties to progress the Committee's recommendation of 25 February 2004 to 'negotiate with Karrinyup Rotary Club and other interested parties to run a swap mart'.

COMMENTS

The Rotary Club of Karrinyup and the West Perth Football Club are currently negotiating to consolidate their proposals into one, with the view to co-operating to organise the swap mart. From the City's perspective it is desirable to have both organisations working together to deliver the events, rather than the City having to choose one over the other. This would demonstrate co-operative community leadership and would provide a good model for achieving a sense of community cohesion/vitality - alluded to as a key outcome of the swap mart in both of the party's proposals.

A reason for the delay in beginning the Swap Mart has been the lack of public toilet facilities in the Joondalup City Centre. In the Meeting Of The Joint Commissioners on 14 December 2004 the Joint Commissioners resolved to list for consideration as a high priority in the 2005/06 draft Five Year Capital Works Program funding of \$180,000 for the installation of automated twin type toilets.

It is unlikely that the toilets will be built before December 2005. In the meantime, the toilets at Joondalup Library could be used. The library's opening hours are Saturday 9:30am - 4pm and Sunday 1pm – 5pm.

Autumn 2005 is a good time to begin the Swap Mart / Car Boot Sale, progressing from the Joondalup Night Markets that end on 18 March 2005. There is an opportunity for the City to promote the Swap Mart to existing stallholders and spectators at the Joondalup Night Markets. Leaving the Swap Mart until winter or later in the year would unnecessarily lengthen the time taken to implement the project, considering that the first proposal was received in late 2003.

ATTACHMENTS

Attachment 1: Rotary Club of Karrinyup Proposal for a Fresh Market/Swap Mart.

Attachment 2: West Perth Football Club Proposal for a Car Boot Sale.

VOTING REQUIREMENTS

Simple Majority.

MOVED Mr Poliwka, SECONDED Ms O'Halloran that the CBD Enhancement Project Steering Committee REQUESTS for the Rotary Club of Karrinyup to put forward a proposal for a fruit and vegetable swap mart to be held every Sunday at the City's underground car park of the Joondalup Library, should the location be available, and that the West Perth Football Club put forward a proposal for a car boot sale to be held at an adjacent location.

Mr Tapley introduced this item and advised that the Rotary Club of Karrinyup and West Perth Football Club were both still interested in operating a car boot sale and swap mart, to begin as soon as possible.

Mr Patterson advised that the preferred option would be for each group to take responsibility of their own proposal, with the Rotary Club of Karrinyup operating their proposed swap mart/fresh fruit and vegetable market in an adjacent location to the West Perth Football Club's proposed car boot sale. It was decided that the preferred venue would be in the car park underneath Joondalup library, subject to it being available, and that the availability of the library toilets for people attending the swap mart and car boot sale would be investigated by Mr Tapley.

Mr Nedkoff advised the Committee that the Rotary Club of Karrinyup was experienced at operating swap meets in Karrinyup and Floreat and that his only concern would be the difficulty in attracting initial attendance at the Joondalup swap marts. Mr Nedkoff advised that a fresh fruit and vegetable market would potentially be a major draw card for the swap mart, provided that suitable underground cover was provided.

Mr Tapley advised the Committee that the City had been approached in 2004 by fresh fruit and vegetable growers from Wanneroo who wanted to set up a Grower's Market next to the Joondalup Library – very close to the proposed location for the swap mart. Mr Tapley committed to contact the growers to see if they would be interested in participating in the proposed fresh fruit and vegetable swap mart.

Mr Patterson expressed his optimism that the growers from Wanneroo could fit perfectly in the proposed fresh fruit and vegetable swap mart.

Ms Court referred to the Belmont Swap Meet which is very successful and that it would be worth using it as an example to follow.

Mr Stewart entered the meeting at 9:16 am and expressed agreement that the West Perth Football Club could have a car boot sale adjacent to the Rotary Club of Karrinyup's swap mart / fruit and vegetable market. Mr Stewart expressed his intent to work with Mr Nedkoff to revise the respective proposals from West Perth Football Club and the Rotary Club of Karrinyup, to reflect the recommendation put forward by the Committee. It is intended to commence the swap mart and car boot sale in Autumn 2005.

The Motion was Put and

CARRIED

ITEM 2 REVIEW OF THE CBD ENHANCEMENT PROJECT STEERING COMMITTEE – [53469]

WARD - Lakeside

PURPOSE

To provide a review of the functions and future of the CBD Enhancement Project Steering Committee.

BACKGROUND

There has been much discussion at Committee meetings since July 2004 over the origin, role and membership of the CBD Enhancement Project Steering Committee. At a meeting held on 27 October 2004, the CBD Enhancement Project Steering Committee endorsed a review of the Committee with the intent to examine its functions and its future. It was agreed at this meeting that the review process would provide each Committee member with the opportunity to comment and offer feedback on the future of the Committee.

There are two distinct items related to the review of the role and functions of the CBD Enhancement Project Steering Committee. The first is in relation to the effectiveness or otherwise of the Committee in terms of its role and membership. This process involved interviews with Committee members to examine their responses on the issue.

The second relates to the findings of an interim report prepared by Edith Cowan University (ECU) with recommendations on the future strategic decisions for the City concerning how it will grow and develop the CBD. This study arose from initial discussions in late 2003 and the development of a CBD sub group to look at the issues involving economic development, clustering and similar issues within the Joondalup City Centre. The City engaged the Small & Medium Enterprise Research Centre (SMERC) at ECU to review the activities of the business community in the CBD in order to support the City's Strategic Plan. It was agreed that the CBD review process will incorporate the findings of this study and that this will assist in providing the future direction of the Committee.

DETAILS

Interview process and findings

Interviews with Committee members were undertaken to identify their views on the successfulness or otherwise of the CBD Enhancement Committee. An interview schedule was developed based on the key objectives within the CBD Enhancement Committee's Terms of Reference.

The objectives are as follows:

- To make recommendations to Council in relation to creating a sustainable business environment in the Joondalup CBD that includes a coordinated approach to marketing and promotion; and

- To provide advice to Council on issues that affect the viability of the Joondalup CBD, and items that are referred to the Committee from the City of Joondalup Administration.

The method for obtaining responses was to conduct telephone interviews with as many of the Committee members as could be reached. In all, eight (8) members of the Committee were contacted and 7 agreed to be interviewed for the purposes of the study.

Interview responses were recorded at the time of the interview, typed into an electronic document and then forwarded to the individual Committee members for any revisions or additions they wished to make prior to uploading the data into the reporting format. Only one participant did not take up the option to review the notes from their interview.

Significant findings from the structured interviews indicate that:

- Interviewees did not appear to be familiar with the objectives;
- The two primary objectives for the CBD Enhancement Committee do not appear to have been broken down into achievable strategies that can be “owned” by members of the Committee;
- The scope of the objectives does not appear to have been defined. Committee members are not clear as to the extent of their brief, and this may create dependency on the City’s Administration to identify issues they can address;
- The majority of issues are currently raised, refined and acted upon by the City’s Administration. The contribution of Committee members does not appear to be significant or in some instances, sufficiently satisfying given their individual capacities to progress matters; and
- Principals of sustainability are not evident as drivers in the development of the CBD.

Further detail on the findings is summarized in the following table format.

REVIEW QUESTIONS	ANALYSIS OF RESPONSES
How long have you been serving on this Committee?	16 months average for Committee member involvement with the Committee
What has been your role with the Committee?	Participants saw themselves as representatives of government, small business and property owners.
Can you tell me something about some of the recommendations the Committee has made to Council?	Participants identified a range of recommendations made by the Committee and in some instances, expressed a strong sense of accomplishment and pride in their achievements to date.
How did you come to make those recommendations?	Whilst most recommendations were put forward from the City’s Administration, others were raised by members of the Committee.

REVIEW QUESTIONS	ANALYSIS OF RESPONSES
How were those recommendations implemented?	<p>In two instances, recommendations were progressed through the development of partnerships with regional stakeholders. The remainder were processed through the City's Administration.</p> <p>There was no sense of an overall plan to create the sustainable business environment referred to in Objective One. No references were made with respect to sustainability as a concept underpinning the work of the Committee.</p>
Can you tell me anything about how marketing and promotion of the CBD has been coordinated?	Committee members do not appear to have taken coordination of marketing and promotion of the CBD on board and perceive it as a responsibility of the City's Administration.
Is there anything you'd like to add about this objective?	Only one of the Committee members appeared to have sufficient understanding of the requirements of Objective One to comment on it with any specificity.
Can you tell me something about the advice the Committee has given to Council on the issues that affect the viability of the Joondalup CBD?	Concerning achievement of Objective Two, the Committee appeared to be attempting to address issues as they arose – on an ad hoc, as needed, reactive basis - rather than taking a strategic approach in which issues affecting, or likely to affect viability, are researched, identified and then addressed systematically.
How was that advice acted upon? [Or] What happened next?	Committee members reported that the City's Administration had acted on their advice.
What do you think has worked well with this Committee?	Participants identified that the existence of a stakeholder forum with a common focus and capacity for joint action was of value.
What do you think hasn't worked so well?	Whilst there were statements to the effect that Local Government bureaucracy was seen as an impediment to achieving results, others indicated that there was a lack of empowerment amongst Committee members for them to be able to contribute meaningfully.
Do you have any recommendations for the future of the Committee?	<p>Participants commonly identified that the CBD Enhancement Committee should be more empowered than is currently the situation.</p> <p>There was a sense that the City's Administration could make much better use of the Committee given the capacity of the stakeholders involved.</p>

CBD Economic Enhancement Project

The main purpose of the research project titled ‘Strategic Directions for the CBD Enhancement Project Steering Committee – An Economic Development Research Project, is to identify the key indicators of current economic activity within the CBD, which could then be used to assist in the development of a more targeted approach to growth and development strategies for the area.

The project builds upon previous related studies and involved surveying businesses in the CBD to determine:

- Demographic information and information about the business;
- Business expectations;
- The use of technology;
- The use of business support services; and
- Perceptions of the area and the council.

An interim report has been prepared by SMERC based and is shown at Attachment 3. The interim report reports on the findings of over 173 completed surveys, equating to a 33% response rate. The main issues resulting from this preliminary analysis relate to:

- The need for a more holistic approach to promotion of services available to local businesses;
- The most effective medium for promotion and marketing;
- The need for a more diverse industry spread;
- The need for a more consistent rental price structure; and
- The need to continue business skills development programs.

It is recommended that the CBD review process incorporate the findings of this study and that this will assist in providing the future direction of the Committee.

ATTACHMENTS

Attachment 3: CBD Economic Enhancement Project Interim Report, December 2004.

VOTING REQUIREMENTS

Simple Majority

MOVED Ms Court, SECONDED Mr Godley that the CBD Enhancement Project Steering Committee:

- 1. NOTES the report on the analysis of qualitative feedback from interviews with Committee members;**
- 2. NOTES the draft interim report on the CBD Economic Enhancement Project, December 2004;**
- 3. Provides COMMENTS on the draft interim report on the CBD Economic Enhancement Project, December 2004;**
- 4. AGREES to hold an informal meeting to workshop the information from the interview process and interim report to:**
 - Develop a strategic work plan for the Committee; and**
 - Clarify administrative matters related to the role and objectives of the Committee.**

Ms Hardy spoke to this item and advised that the strategic direction, functions and future direction of this Committee had recently been reviewed and then provided a summary of the key recommendations in the report.

Mr Poliwka commented that he would like to see an induction manual distributed to new and existing Committee members and an induction process that summarised the role and functions of the Committee.

Mr Patterson commented that there was a close relationship between the City and the business community and that such a relationship isn't seen in many other local governments.

Mr Patterson agreed with the recommendations in the report that a workshop be held to develop a strategic work plan for the Committee and clarify administrative matters related to the role and objectives of the Committee. Mr Patterson suggested that more Joondalup residents were needed on the Committee to put forward items and that the Committee would benefit from having a greater representation from residents.

The Motion was Put and

CARRIED

ITEM 3 JOONDALUP NIGHT MARKETS – [53469]**WARD – Lakeside**

PURPOSE

To present to the CBD Enhancement Project Steering Committee an update on the success of the Joondalup Night Markets.

EXECUTIVE SUMMARY

The attendance at the 2004/05 Night Markets has grown from approximately 1200 people at the 19 November 2004 opening night, to 2200 people at the last Market held on 7 January 2005. A record crowd for the season so far was recorded on 17 December 2004, with an estimated 2,500 people in attendance. Quality entertainment and reasonable weather has led to growing attendance at the 2004/05 Night Markets.

DETAILS

The Night Market held on 3 December 2004 had 58 stalls and approximately 1500 people in attendance, with light windy/cold weather conditions. Entertainment came from Paul Ubana Jones (NZ blues/roots solo guitarist/vocalist) and the Hydrogen Fuel Cell Eco Bus was another major attraction.

The Night Market held on 10 December 2004 had 63 stalls and approximately 1800 people in attendance, with overcast and warm weather conditions. Entertainment came from the Salt Flat Trio (rockabilly classics) and Jive dancers.

The Night Market held on 17 December 2004 had 56 stalls and approximately 2500 people in attendance – the highest number recorded for this season, with windy and slightly overcast weather conditions. Entertainment came from ‘Hawai Not’ (4 piece surf classics).

The Night Market held on 7 January 2005 had 54 stalls and approximately 2200 people in attendance. The band playing were the Jeannie Norris Quartet, which were a major crowd pleaser and kept many people glued to their seats for the band’s set.

Future Night Markets are scheduled for every Friday until the closing night on 18 March 2005, which will lead into the Joondalup Festival on the 19 and 20 March 2005.

ATTACHMENTS

Nil

VOTING REQUIREMENTS

Simple Majority

MOVED Mr Vlahov, SECONDED Ms O'Halloran that the CBD Enhancement Project Steering Committee NOTES the report on the Joondalup Night Markets.

Mr Tapley spoke to this item, commenting that the attendance at the Night Markets had more than doubled from 1,200 people at the 19 November 2004 opening night, to 2,500 people in attendance on 17 December 2004, and that public feedback about the quality of live entertainment had been excellent.

Mr Patterson commented that it would be great to see the West Perth Football Club set up a stall at the Night Markets, for the purpose of promoting itself and engaging with the community.

The Motion was Put and

CARRIED

ITEM 4 REPLACEMENT OF CBD ENHANCEMENT PROJECT STEERING COMMITTEE MEMBERS – [53469]**WARD – Lakeside**

PURPOSE

To update the CBD Enhancement Project Steering Committee on the plan to recruit new CBD Enhancement Project Steering Committee Members.

EXECUTIVE SUMMARY

Advertisements for two new Committee members have been placed in the Joondalup Community Newspaper. The advert has also been distributed to Joondalup Business Association members. A new Youth Advisory Committee (YAC) member will be sought at the next YAC meeting in February 2005.

DETAILS

Following the resignation from the Committee of Mr Barry McEloney, and for the purpose of increasing the number of Committee members, an advertisement for two new Committee members has been placed in the Thursday 13 January 2005 edition of the Joondalup Community Newspaper. Another advert is due to be placed in the Thursday 20 January 2005 edition of the newspaper and the advert has been distributed to Joondalup Business Association members. Following the resignation from the Committee of Mr Mike Blanchard, a new Youth Advisory Committee (YAC) member will be sought at the next YAC meeting in February 2005.

ATTACHMENTS

Nil

VOTING REQUIREMENTS

Simple Majority

MOVED Mr Poliwka, SECONDED Mr Vlahov that the CBD Enhancement Project Steering Committee:

- 1. NOTES the report on the Replacement Of CBD Enhancement Project Steering Committee Members.**
- 2. ACCEPTS the resignation of Ms O'Halloran from the CBD Enhancement Project Steering Committee.**

Mr Tapley spoke to this item, declaring that two advertisements had been placed in the Community Newspaper to advertise for two new CBD Enhancement Project Steering Committee members. In addition, there will be a new Youth Advisory Committee

representative joining the Committee after the next Youth Advisory Committee meeting in February 2005.

Ms O'Halloran announced her resignation from the Committee because her position at the Department of Education and Training had been relocated from Joondalup to the Perth CBD.

Mr Patterson noted that the resignation of Ms O'Halloran would be accepted with regret.

Mr Patterson asked Mr Stewart if he was interested to apply for a position as a Committee member. Mr Stewart replied yes and that he would formally apply for a position as a Committee member. Mr Stewart also advised that he was keen to increase the membership of the West Perth Football Club through increased involvement in the Community, and that his representation on the Committee would be valuable to both the Club and to the Community.

The Motion was Put and

CARRIED

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 Wednesday 2 March 2005 at 0900hrs.

CLOSE OF MEETING

There being no further business, the Chairperson declared the meeting closed at 0951hrs.