



CITY OF VINCENT

BUSINESS ADVISORY GROUP MEETING

8 February 2018 at 4PM

Venue: City of Vincent – Committee Room

MINUTES

Attendees:

City of Vincent Councillors:

Cr Topelberg (*Chair*), Cr Murphy, Cr Fotakis

Community Representatives:

Trent Durward, Pippa McIntosh

Town Team Representatives

Nicholas Bond (*Leederville Connect*), Sophie Brinklow (*Mount Hawthorn Hub*), Adrian Tatasciore (*Beaufort Street Network*), Ida Smithwick (*North Perth Local*), Kate McKie (*On William*).

City of Vincent Officers:

Len Kosova - Chief Executive Officer (*CEO*), John Corbellini - Director Development Services (*DDS*), Stephanie Smith – Manager Policy and Place (*MPP*), David Doy - Place Manager (*PM*), Rosslind Ellis – Manager Communications/Marketing (*MCM*)

Confirmed attendees

Cr Topelberg (<i>Chair</i>)	√	Ida Smithwick	x
Cr Murphy	√	Kate McKie	√
Cr Fotakis	√	Len Kosova	√
Trent Durward	√	John Corbellini	√
Pippa McIntosh	√	Stephanie Smith	√
Nicholas Bond	√	David Doy	√
Sophie Brinklow	√	Rosslind Ellis	√
Adrian Tatasciore	√	Andrew Ryan (In place of Ida Smithwick)	√

1. Welcome/Declaration of Opening – Chair

The Chair opened the meeting at 4.08pm.

2. Apologies – Chair

Ida Smithwick.

3. Confirmation of Previous Minutes – Chair

Confirmation of the previous minutes was not completed at this meeting. The minutes from the meeting 7 September 2017 will be put forward at the next meeting to be approved and signed by the Chair.

4. Induction – PM/MPP

Advisory Group members were provided an induction to the City's relevant policies, terms of reference and code of conduct relevant to their participation on the Group.

Electronic copies of the above documents will be circulated to Business Advisory Group members with the Minutes of this meeting.

5. Current Project Update

Administration provided Advisory Group members with an update on relevant projects that the City is currently undertaking, including an update on:

5.1. Marketing:

- Update on Local Retail/Christmas Social Media Campaign – MCM
- Update on Chinese New Year Campaign – MCM

5.2. Economic Development Strategy Review – PM

5.3. Business Engagement Program:

Business Engagement Program Scope of Works – MP/MCM

Device Sensors (Fact Sheets & Quarterly Reports) – PM

6. Brainstorming Session – New Ideas/Initiatives – PM/MPP

The Group completed a brainstorming session on what local government can do to assist business. A copy of the results of this discussion are included at Attachment 1. The outcomes of this exercise will be collated and presented back to the Group at its next meeting.

7. General Business – Chair

No General Business was raised.

8. Next Meeting/Meeting Schedule – PM/MPP

The meeting schedule for 2018 will be circulated with the minutes of the meeting.

9. Close – Chair

The Chair closed the meeting at 6.00pm.

These Minutes were confirmed as a true and correct record of the meeting of the Business Advisory Group held on 8 February 2018.

Signed: Chairperson

Dated: This day of 2018

Business Advisory Group – Community Priorities Brainstorm Session 1

HAND

- Local Govt as a utility - power (solar) – phone etc
- Skills & Training (eg: IT / social media)
- Realising value through comparing various town centres in Vincent
- Streamlining approvals
- Training & Support – online delivery
- Maintain streetscapes of business areas
- Consider the role of pop-ups in Town Centres
- Additional areas to encourage business engagement ie faors, street closures, markets
- Group buying advantages in the market (eg: telco; insurance etc)
- Lighting within town centres (eg: trees with uplighting)
- Create events to attract visitors to Vincent precincts
- Provide meaningful to help improve business decisions
- Conversations with landlords to reduce rents
- Offer landlords rewards for supporting startups in empty buildings



HEAD

- Understand our competing Town Centres & the impact of online retailing
- Enhance Privately operated community events
- Tourism Opportunities – Tapping into State Gov priorities & collaboration
- Work with Town Teams to help curate Town
- Attract anchor tenants
- Get out of the way – freedom & flexibility
- Focus on drawing people’s attention back from City of Perth
- Info boards for Town Centres. (engagement)
- Best waiter @ your favourite restaurant
- Develop a commercial mix use policy (land uses)
- Business Development Seminars
- Consider impact of planning decisions on foot traffic (eg: location of office uses)
- Innovative policy (eg: protecting retail)
- Information flow – let businesses know when new info is available

FEET

- Alternative Transport
- Ensure public transport through main thoroughfares
- Retail Map / Retail Trail
- Create meaningful marketing campaigns that drive real foot traffic
- Shade in Town Centres
- Provide maps at Town Centre entries of local businesses
- Wayfinding / mapping & how to find and travel between businesses
- Increased services (eg: gift wrapping)

HEART

- Think Together & Think Big (collaboration & genuine strategic outlook)
- Assist with policy to further harmonise high density living and vibrant culture
- Opening up further support to minorities
- Precinct branding campaign
- Brand & Identity
- Better use of public open space (concerts, theatre etc)
- Work with State Govt and other bodies on homelessness
- “Support Local” benefits for residents
- Entry Statements at Town Centres
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