



CITY OF VINCENT

BUSINESS ADVISORY GROUP MEETING

18 January 2017 AT 4.30PM

Venue: City of Vincent – Function Room

MINUTES

Attendees:

City of Vincent Councillors:

Cr Loden (DL) (Chair)

Community Representatives:

Mario Zulberti (MZ), Pippa McIntosh (PM)

Town Team Representatives

Marc Drexel (MD) (*Mount Hawthorn Hub*).

City of Vincent Officers:

Len Kosova - Chief Executive Officer (LK) (*CEO*), John Corbellini - Director Development Services (JC) (*DDS*), Josh O'Keefe - Manager Policy and Place (JOK) (*MPP*), David Doy - Place Manager (DD) (*PI M*)

1. Welcome/Declaration of Opening

The Chair opened the meeting at 4.35pm

2. Apologies

Pam Herron (*Beaufort Street Network*), Trent Durward, Simon White (*Leederville Connect*), Ida Smithwick (*North Perth Local*), Kate McKie (*On William*), Cr Topelberg, Cr Murphy

3. Approve previous minutes

The previous minutes were approved and signed by the Chair

4. Explain administrations future intent for Advisory Groups

The CEO explained the City's vision for the functionality of Advisory Groups into the future.

The group noted the Information Sheet outlining the City's review of its suite of Local Laws and made no comment.

5. Summarise the agreed BAG priority areas in relation to the City's current projects and capacity

The Place Manager summarised the BAG's priorities that were created at the previous BAG meeting and how the BAG's role in providing advice on the tasks associated with these priorities.

The BAG supported undertaking the following role for each of these priorities:

PRIORITY NO.1 – MARKETING STRATEGY

BAG Role: Provide advice to the City on the Marketing Strategy proposed to be developed by the City during the scoping stage.

PRIORITY NO.2 – ECONOMIC ANALYSIS AND A VINCENT BUSINESS ENGAGEMENT PROGRAM

BAG Role:

1. Provide advice to the City on the analysis of the City's economy undertaken as part of the City's review of the Economic Development Strategy, which is listed as Item 9.8 in the CBP.
2. Provide advice to the City on the City's proposed Business Engagement Program.
3. Provide advice on the land use mix and analysis outlined in the Town Centre Place Plans as they are prepared as part of the City's work on CBP Items 9.10 and Item 4.4.
4. Review any new Business fact sheets prepared by the City and recommend how they might be refined and improved to assist business.

PRIORITY NO. 3: CO-WORKING SPACES AND INCREASING THE PRODUCTIVITY OF COMMERCIAL FLOOR SPACE

BAG Role: Review and provide feedback to the City on recommendations to promote co working spaces and/or use the services of other organisations.

PRIORITY NO. 4: LATE NIGHT SHOPPING

BAG Role: To consider the recommendations of the Small Business Development Commissions review of Mt Hawthorn's 'What's Up Wednesday' initiative and provide further advice to the City.

6. Vincent business engagement framework

Place Manager explained the work undertaken by Administration to make sense of the Vincent Business Engagement program in the context of the BAG priorities and the work we have already undertaken.

7. General Business

Nil.

8. Next steps and actions

Pl. M to send out the next meeting date.

9. Next meeting

TBC

10. Close

6.00pm