



CITY OF VINCENT

BUSINESS ADVISORY GROUP MEETING

7 September at 4.30PM

Venue: City of Vincent – Function Room

MINUTES

Attendees:

City of Vincent Councillors:

Cr Topelberg (*Chair*), Cr Murphy

Community Representatives:

Trent Durward, Mario Zulberti, Pippa McIntosh

Town Team Representatives

Dr Simon White (*Leederville Connect*), Joanna Fotakis (*Leederville Connect*), Sean Lee (*Leederville Connect*), Nicholas Bond (*Leederville Connect*), Graham Congdon (*Mount Hawthorn Hub*), Adrian Tatasciore (*Beaufort Street Network*), Pam Herron (*Beaufort Street Network*), Ida Smithwick (*North Perth Local*), Ellen Oosterbaan (*On William*), 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

Pam Herron (PH)	√	Len Kosova (LK)	√
Trent Durward (TD)	√	Stephanie Smith (SS)	√
Pippa McIntosh (PM)	√	David Doy (DD)	√
Nicholas Bond (SW)	√	Josh Topelberg (Chair)	√
Joanne Fotakis (JF)	√	Sean Lee (SL)	√
Graham Congdon (GC)	√	Jimmy Murphy (JM)	√
Ellen Oosterbaan (IS)	√	Rosslind Ellis (RE)	√

1. Welcome/Declaration of Opening (2 mins) – Chair

The Chair presented his vision for the BAG

2. Apologies (2 mins) – Chair

Adrian Tatasciore (*Beaufort Street Network*), Kate McKie (*OnWilliam*), Mario Zulberti (MZ), Dr Simon White (*Leederville Connect*), Ida Smithwick (*North Perth Local*), John Corbellini (*Director Development Services*)

3. Approve previous minutes (2 mins) – Chair

The previous minutes were approved and signed by the Chair

4. Imagine Vincent (20mins) – RE

The Manager Communications/Marketing provided a summary of the Imagine Vincent campaign and the CEO explained the role of the City's Strategic Community Plan.

The BAG discussed the relationship between the results of the Perth City Summit and Imagine Vincent.

5. BAG Priority Area Updates – DD

The Place Manager provided an update on each of the below Priority Areas.

• **Priority 1: Marketing Strategy**

The Place Manager explained that the following projects are included on the City's Corporate Business Plan.

- Item 3.3 – Establish a City of Vincent Marketing Plan
- Item 6.9 – Prepare Town Centre Branding and Marketing Plans

The Manager Communications/Marketing explained that the City are now resourced to undertake short term marketing campaigns in the lead up to the commencement of the above projects. The first of these campaigns will be a Christmas campaign for local retailers.

The BAG also discussed the potential for a wayfinding map at the Leederville Train Station.

• **Priority 2: Economic Analysis and Vincent Business Engagement Program**

The Place Manager explained that the Leederville Activity Centre Plan and planning frameworks for Vincent's Town Centre's are listed in the City's Corporate Business Plan.

- Item 6.1 – Prepare Draft Leederville Activity Centre Plan;
- Item 6.3 – Prepare, Implement and Review Town Centre Place Plans;
- Item 6.7 – Investigate a planning framework for each of the City's Town Centre's.

The BAG discussed the ways that the tenancy mix might be controlled through the above planning and project delivery framework.

• **Priority 3: Co-Working Spaces and Increasing the Productivity of Commercial Floor Space**

There was no update on this Priority Area

• **Priority 4: Late Night Shopping**

There was no update on this Priority Area

6. Corporate Business Plan Item 5.2 – City of Vincent Website Upgrade: How can the website support business? (30mins) – RE

This item was removed and will be presented at a future BAG meeting.

7. Fact Sheet 'How to use the public realm to grow your business'– Request for BAG feedback (10 mins) – DD

The Place Manager presented this Fact Sheet to the group. The BAG were broadly supportive of the Fact Sheet subject to minor graphic design and text refinements. The BAG also recommended that the fact Sheet be digitalised and also distributed to local businesses, and provided as part of an approvals package (where relevant).

8. Leedy Streets Open – Presentation of results and request for BAG advice for recommendations for the future (30 mins) – DD

The Place Manager provided a brief summary of the results of Leedy Streets Open and then sought feedback from the BAG regarding a second round of closures in the 2017/18 financial year. There was an overall agreement that the second round of Leedy Streets Open should occur at the same time as the Fringe Festival in February 2018.

9. General Business (5 min) – Chair

There was no general business.

10. Next steps and actions (5 mins) – Chair

Administration will present to the BAG on the upcoming local retail/Christmas social media campaign.

11. Next meeting (2 mins) – Chair

Late October/Early November – date to be confirmed.

12. Close – Chair