



CITY OF VINCENT

BUSINESS ADVISORY GROUP MEETING

20 July 2016 AT 4.30PM

Venue: City of Vincent – Function Room

MINUTES

Attendees:

City of Vincent Councillors:

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

Community Representatives:

Trent Durward, Mario Zulberti, Pippa McIntosh

Town Team Representatives

Dr Simon White (*Leederville Connect*), Marc Drexel (*Mount Hawthorn Hub*), Pam Herron (*Beaufort Street Network*), Ida Smithwick (*North Perth Local*), Kat McKie (*On William*).

City of Vincent Officers:

Chief Executive Officer (*CEO*), Manager Policy and Place (*MPP*), Place Manager (*PM*)

1. Welcome/Declaration of Opening

The Chair opened the meeting at 4.35pm. Cr Murphy was the Chair in Cr Topelberg's absence

2. Apologies

Cr Topelberg, Cr Loden

3. Introductions

All group members introduced themselves – name, background, relevant areas of interest.

4. Terms of Reference / Advisory Groups Policy (5 mins) – MPP/PM

MPP outlined the BAG Terms of Reference and Meeting Rules.

5. Overview of Place Management / Strategic Context by the City's Officers

The CEO provided an outline of the City's Integrated Planning Framework including the upcoming creation of a new Strategic Community Plan and Corporate Business Plan.

The CEO provided an overview of the recent Catalyse Scorecard results which rated the City of Vincent as no.1 for performance in a variety of fields in comparison to other Local Governments. A copy of the Catalyse report can be found [here](#)

PM stated that he would arrange a copy of the Draft Corporate Business Plan and a copy of Community Budget Submissions made during the 2016/17 budget process for all BAG members.

PM explained the Draft Corporate Business Plan identifies the need to review the current Economic Development Policy which expires in 2016.

PM explained that a review of the Economic Development Strategy could be a key function of the BAG.

PM explained that the current Economic Development Strategy is quite progressive, taking a 'place based approach'. It is clear that the City has not delivered on some of the 'City Wide' actions in the Strategy with the PM specifically highlighting actions 1.2, 1.6, 1.8 and 2.4.

PM stated that he would arrange an electronic copy of the Economic Development Strategy to be provided to BAG members with an outline of the actions the City had completed, commenced or failed to begin.

6. Direction for the BAG – Chair (30 mins)

6.1 Members of the BAG brainstormed some potential initiatives that the group could explore. These included:

- Retail training sessions;
- Car Parking and transport (including east/west bus route);
- Vincent Business Network engagement platform;
- Vincent Villages marketing platform including loyalty card opportunities;
- Better understanding the sophistication of Shopping Centre management and the lessons that can be translated to the management of our commercial areas;
- Creation of an independent marketing and economic arm of the City. Explore best practice case studies from the US;
- The importance of analysing our local economy before jumping into solutions;
- Understanding the preferred tenancy mix in Town Centres and then using the planning framework to maintain the preferred balance of land uses;
- Understanding the impact of gentrification on Town Centres and then developing methods to manage;
- Identifying opportunities to reduce 'red tape' for businesses;
- Investigate rates discounts and cash-in-lieu of parking not provided discounts
- Identifying opportunities to cluster certain industries
- Better understanding the needs of Home Based Businesses
- Exploring where there are synergies between the work State Government and Local Government are doing and then 'linking in';
- The need to collect more data in Commercial areas;
- Community consultation between business and community needs to improve to streamline concerns;
- Review of Signage Policy to better control signage;

- Consideration of Wednesday night trading in Mount Hawthorn Town Centre.

7. Next steps and actions

CEO outlined the difference between the BAG and the Town Tam convergence meetings. The BAG is a Council endorsed Advisory Group that can recommend recommendations to City Administration.

MPP stated that an email package will be sent to all BAG members including information discussed.

8. Schedule of meetings for 2016

Group consensus: Start with monthly meetings and the access frequency as we progress.

9. Close

The Chair closed the meeting at 6.00pm.