

MINUTES

CITY CENTRE MASTERPLAN S355 COMMITTEE MEETING

PARK BEACH & JETTY BEACH ROOMS
3:00PM WEDNESDAY 7 DECEMBER 2022

INVITEES:

Committee Members: Chair - Oliver Gee (via Teams) Nikki Williams
Cherie Parik Josh King
Kim Towner Byron Gowing
David Doyle Catherine McKimm

Council Officers: Steve Bayliss (Director Business Services)
Anne Shearer (Acting Group Leader Strategic Asset Management)
Victoria Harper (City Centre Marketing & Activation Coordinator)
Kate O'Grady (Executive Assistant)

Apologies: Cr Rodger Pryce Cr Tegan Swan

Guests: Nil.

Item	Action
1. Acknowledgement to Country The City of Coffs Harbour acknowledges that we are meeting on the traditional country of the Gumbaynggirr people. We pay our respects to their Elders past, present and emerging.	
2. Apologies Cr Swan and Cr Pryce were not in attendance.	
3. Conflicts of Interest None	
4. Confirmation of Minutes The minutes of the meeting held on 21 July 2022 were confirmed as an accurate record. Agreed. The meeting of 20 October 2022 did not reach a quorum and therefore all decisions that were made at that meeting required agreement at the meeting of 7 December 2022. The committee agreed with the actions from the notes of the 20 October 2022 meeting with a change to the laneway lighting and activation that is to remain on the agenda. Agreed.	

Item	Action
5. Guests/Presentation Nil.	
6. Infrastructure Projects	
6.1 <u>Street Reconfiguration</u> It was agreed to remove this item. Agreed.	Complete.
6.2 <u>Street Furniture</u> It was agreed to Complete this item as it has been confirmed to proceed with the street furniture as previously determined. Agreed.	Complete.
6.3 <u>Street Lighting</u> Discussion took place regarding grant availability for small businesses (up to \$1000 available per business). It was suggested that the committee approach individual businesses requesting they install lighting and/or the committee may be able to provide funds for the installation on individual businesses. Cherie Parik declared a conflict of Interest as she owns a business in the Laneway. It was decided that the committee would meet on Wednesday 18 January at King Tide to inspect laneways in the CBD to determine which laneways require additional lighting. Acting Group Leader Strategic Asset Management advised that including the Police Liaison Officer would provide knowledge regarding hotspots. She also advised that there are quality standards that will need to be met for lighting installation. David Doyle advised that recommendations have previously been presented to Council from the committee but never progressed. The committee asked that a list of laneways in the CBD be emailed to the committee as soon as possible before the laneway inspections take place on 18 January 2023.	Action: Director Business Services to confirm if the committee can contribute funds to the installation of lighting on individual business buildings in laneways. Action: Provide a list of laneway in the CBD to the committee as soon as possible before the laneway inspections. Action: Executive Assistant to follow-up on reports to Council regarding safety lighting in the CBD.

7. Marketing and Activation Plan	
<p>7.1 <u>Marketing Update</u></p> <p>The City Centre Marketing & Activation Coordinator took the meeting through the Marketing update included in the agenda.</p> <p>Discussion took place regarding the Coffs Coast Carols.</p> <p>The City Centre Marketing & Activation Coordinator discussed a sponsorship package for the Coffs Coast Carols and suggested the scratch and wins be handed out at the Carols.</p> <p>The committee decided to purchase a Bronze Partner at the Coffs Coast Carols under the condition that the scratch and win tickets be distributed at the Carols night.</p> <p>Agreed.</p> <p>The City Centre Marketing & Activation Coordinator advised that the free business talk event only attracted 11 RSVPs and only five of those turned up. She further advised she would enquire in February if there is an appetite to continue with future events.</p> <p>New flowers have been installed in the CBD with a Christmas theme.</p>	
<p>7.2 <u>CBD Marketing Models</u></p> <p>Action from the previous meeting</p> <ul style="list-style-type: none"> - <i>Cath McKimm and Oliver Gee to set up a meeting with the Member for Coffs Harbour to discuss the location of the workplace Hub and report back to the next CCMP Meeting.</i> <p>The meeting was arranged and Cath McKimm and Oliver Gee (Chair) attended the meeting. To be discussed at the last item on the agenda.</p>	Complete
8. Financial Report	
<p>8.1 <u>Financial Report for October 2022.</u></p> <p>Actions from the previous meeting</p> <ul style="list-style-type: none"> - <i>Steve Bayliss to confirm if the CCMPC loan repayments have ended.</i> <p>The Director Business Services confirmed that loan repayments end in June 2023.</p>	Complete
<p>8.2 <u>Allocation of remaining funds for the SRV</u></p> <p>Actions from the previous meeting</p> <ul style="list-style-type: none"> - <i>Steve Bayliss to ensure the budget is amended to \$250,000 p.a. for marketing and activation for the next three financial years.</i> <p>Discussion took place regarding the Terms of Reference (ToR) changing in the new year, removing the infrastructure advisory component and verifying that the committee will be an advisory committee for Marketing and Activation.</p> <p>The Director advised that changing the funding spend will require a report to Council for ratification as will changing the ToR.</p>	<p>Action:</p> <p>Action listed in point 9.2.6 below.</p>

<p>Cherie Parik advised that she believes that funding moving forward should also be spent on infrastructure, not just marketing and activation and also being mindful to not just spend funds on the retailers but also being mindful of the business owners.</p> <p>Further discussion took place regarding leaving the wording 'minor infrastructure' in the new ToR.</p> <p>Discussion took place regarding the spending of funds on marketing and lighting.</p>	
<p>9. Other Business</p>	
<p>9.1 <u>Charging Points for Electric Vehicles</u></p> <p><i>Actions from the previous meeting</i></p> <ul style="list-style-type: none"> - <i>Byron Gowing to check if any more grants are available for vehicle charging points.</i> <p>Byron Gowing advised that the grant opportunities have now closed.</p>	<p>Complete</p>
<p>9.2 Discussion Points from Workshop</p>	
<p>9.2.1 <u>Activation</u></p> <p><i>Actions from the previous meeting</i></p> <ul style="list-style-type: none"> - <i>Victoria Harper to arrange a report on the strategy for the activation ideas. This report will be based on the 250k per year spend.</i> <p>City Centre Marketing & Activation Coordinator will provide a report in the new year.</p>	
<p>9.2.2 <u>Laneway Activation</u></p> <p><i>Actions from the previous meeting</i></p> <ul style="list-style-type: none"> - <i>Steve Bayliss to review an easier process to enable laneway events.</i> <p>The Director Business Services advised that the process is being reviewed and discussions are taking place regarding insurance etc and he will report back to the committee once the body of work has been completed.</p> <p>Acting Group Leader Strategic Asset Management advised the committee that road closures are an expensive exercise.</p> <p>Discussion took place regarding different laneway classifications (questioning what an Arts Lane is, benefits etc) and requested a presentation at the next meeting. They would like to be provided a list of laneways including their classifications prior to the CBD laneway inspection scheduled for 18 January 2023.</p> <p>Cherie Parik – Laneway (Street Art Festival). Cherie gave the committee an example of successful art festivals that have been done in Melbourne and other capital cities.</p> <p>The committee decided that a subcommittee is to be formed to progress and discuss the potential of a Street Art</p>	<p>Action:</p> <p>Provide clarification on laneway classifications via a presentation at the next committee meeting. Providing a list of all the laneways, their classifications and classification meanings, as well as provide the list prior to the committee laneway inspection scheduled for 18/01/23.</p>

<p>Festival with Ashley (Street Artist). It was also agreed to discuss again at the next meeting to progress the idea.</p> <p>Agreed.</p> <ul style="list-style-type: none"> - <i>Anne Shearer to provide detail regarding SES services and barrier placement.</i> <p>Acting Group Leader Strategic Asset Management advised the committee that the SES doesn't have traffic controllers and therefore, this would not be possible.</p>	
<p>9.2.3 <u>Busking</u></p> <ul style="list-style-type: none"> - <i>Busking to be raised as a new agenda item.</i> <p>Differed to next meeting.</p>	
<p>9.2.4 <u>Infrastructure - Stage</u></p> <p>Actions from the previous meeting</p> <ul style="list-style-type: none"> - <i>Oliver Gee to provide an indication of the cost for the purchase of a stage.</i> <p>It was agreed that the purchase of a stage would be too expensive and that the item was to be removed.</p> <p>Agreed.</p>	Complete.
<p>9.2.5 <u>Infrastructure - Seating</u></p> <p>Actions from the previous meeting</p> <ul style="list-style-type: none"> - <i>Anne Shearer to procure seating and proceed with the installation of the seating.</i> <p>It was agreed that the purchase of seating is to be progressed as per the previous determination.</p> <p>Agreed.</p>	Complete.
<p>9.2.6 <u>Terms of Reference</u></p> <p>Actions from the previous meeting</p> <ul style="list-style-type: none"> - <i>Terms of Reference to be listed on the agenda early in the new year (2023).</i> 	<p>Action:</p> <p>City staff to draft a new ToR and bring back to a meeting of the committee before going to Council for endorsement.</p>
<p>9.2.7 <u>Meeting with Local Member Update</u></p> <p>Catherin McKimm took the meeting through her report that was provided to the committee via email (attached).</p> <p>The Local Member advised that a rate reduction may be advantageous. The Director advised that this was not possible under current legislation.</p>	<p>Action:</p> <p>Item to be listed for further discussion on the next agenda.</p>

<p>It was suggested that someone approach all building owners to identify if they are happy to use their buildings to promote activation.</p> <p>It was proposed to organise a summit of stakeholders to discuss a common vision for the CBD.</p> <p>Timing of the proposed review of the CBD masterplan to be presented at an upcoming meeting.</p> <p>Item to be relisted for further discussion on the next agenda.</p>	
<p>10. Next Meeting</p> <p>The next meeting is scheduled for 19 January 2023.</p> <p>Meeting concluded at 5.22pm.</p>	