

ENTERPRISE MARIBYRNONG SPECIAL COMMITTEE

Tuesday 9 October, 2018
4.30pm

Functions Room
Level 1
Maribyrnong Council Offices
Corner Hyde and Napier Streets, Footscray

AGENDA

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Agenda Item 5

**CONFIRMATION OF THE MINUTES OF THE PREVIOUS ENTERPRISE
MARIBYRNONG SPECIAL COMMITTEE MEETING - 7 AUGUST 2018**

**Director: Celia Haddock
Director Corporate Services**

**Author: Lisa King
Manager Governance and Commercial Services**

PURPOSE

To present for confirmation, the minutes of the Enterprise Maribyrnong Special Committee Meeting held on 7 August 2018 and the confidential minutes of the Enterprise Maribyrnong Special Meeting held on 7 August 2018 (previously circulated).

ISSUES SUMMARY

- Section 93 of the *Local Government Act 1989* requires Council to keep minutes of each meeting of the Council and Special Committees, and for minutes to be submitted to the next appropriate meeting for confirmation.

ATTACHMENTS

1. Unconfirmed Minutes of the Enterprise Maribyrnong Special Committee Meeting held on Tuesday 7 August, 2018

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee confirms the minutes and the confidential minutes of the Enterprise Maribyrnong Special Committee Meeting held on 7 August 2018.

Agenda Item 5**BACKGROUND**

The minutes of meetings remain unconfirmed until the next appropriate meeting of Council.

DISCUSSION/KEY ISSUES**1. Key Issues**

The *Local Government Act 1989* requires Council to confirm its minutes at the next appropriate meeting.

2. Council Policy/Legislation**Council Plan 2017-2021**

This report contributes to Council's strategic objectives contained in the Council Plan 2017-2021 by considering:

- Strong leadership - lead our changing city using strategic foresight, innovation, transparent decision making and well-planned, effective collaboration.

Legislation

Local Government Act 1989

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Human Rights Consideration

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

3. Engagement

Not applicable.

4. Resources

Not applicable.

5. Environment

Not applicable.

CONCLUSION

The unconfirmed minutes of the Enterprise Maribyrnong Special Committee Meeting held on 7 August 2018 and the confidential minutes of the Enterprise Maribyrnong Special Meeting held on 7 August 2018 are presented for confirmation.

U N C O N F I R M E D M I N U T E S



Maribyrnong City Council

ENTERPRISE MARIBYRNONG SPECIAL COMMITTEE MINUTES

Tuesday 7 August, 2018

**Functions Room
Level 1
Maribyrnong Council Offices
Corner Hyde and Napier Streets, Footscray**

MEMBERSHIP

Councillor Cuc Lam
Councillor Gina Huynh
James Fitzgerald (Chair)
Councillor Martin Zakharov
Rob Brown
Jose Ramos
Julius Rath
Pradeep Tiwara
Sasha Wicker
Ben Needham
Ying Zhang

To be confirmed at the Enterprise Maribyrnong Special Committee Meeting
to be held on 9 October, 2018

U N C O N F I R M E D M I N U T E S

1. COMMENCEMENT OF SPECIAL MEETING AND WELCOME

The meeting commenced at 4.41pm.

The Chair, James Fitzgerald made the following acknowledgement statement:

“We acknowledge that we are on traditional lands of the Kulin Nation. We offer our respect to the Elders of these traditional lands, and through them to all Aboriginal and Torres Strait Islander peoples past and present”.

New members welcomed: Ying Zhang and Ben Needham.

PRESENT

Councillor Cuc Lam
Councillor Gina Huynh
Councillor James Fitzgerald (Chair)
Councillor Martin Zakharov
Rob Brown

IN ATTENDANCE

Chief Executive Officer, Stephen Wall
Director Corporate Services, Celia Haddock
Director Planning Services, Nigel Higgins
Manager City Business, Katy McMahon
Director Infrastructure Services, Steve Hamilton

2. APOLOGIES

Apologies were received from Pradeep Tiwari and Jose Ramos.

3. DISCLOSURES OF CONFLICTS OF INTEREST

Nil.

4. PUBLIC QUESTION TIME

Nil.

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

The purpose of this report was to present for confirmation, the minutes of the Enterprise Maribyrnong Special Committee Meeting held on 8 May 2018.

U N C O N F I R M E D M I N U T E S

COMMITTEE RESOLUTION

That the Special Committee confirms the minutes of the Enterprise Maribyrnong Special Committee Meeting held on 8 May 2018 2018.

Moved: Cr Cuc Lam
Seconded: Julius Rath

CARRIED

Rob Brown left the meeting at 5.25 pm.

6. OFFICER REPORTS

6.1. Verbal Presentation: Westgate Tunnel Project

The purpose of this report was to receive a presentation on the Westgate Tunnel Project, Business Opportunities from the Business Engagement Manager, Megan Walker.

COMMITTEE RESOLUTION

That the Enterprise Maribyrnong Special Committee note the presentation and thank Megan Walker for her presentation.

Moved: Julius Rath
Seconded: Cr Martin Zakharov

CARRIED

6.2. Business Improvement District Grant 2017/18 Program Update

The purpose of this report was to provide an end of year summary on the achievements of the 2017/18 Business Improvement District grant program.

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee note the update.

Moved: Cr Martin Zakharov
Seconded: Julius Rath

CARRIED

U N C O N F I R M E D M I N U T E S

7. OTHER/URGENT BUSINESS

Nil.

8. CONFIDENTIAL BUSINESS

Committee Resolution

That the Enterprise Maribyrnong Special Committee, in accordance with section 89(2)(h) of the Local Government Act 1989, close the meeting to members of the public to consider Confidential agenda item 8.1, Business Improvement District Grant 2018/19 Program, as it contains information in which Council considers prejudicial to Council or any person.

Moved: Cr Gina Huynh
Seconded: Cr Martin Zakharov

CARRIED

CLOSURE OF PUBLIC MEETING

The Chair, James Fitzgerald, declared the meeting closed to members of the public at 5.33pm for consideration of confidential agenda item 8.1.

REOPENING OF PUBLIC MEETING

The meeting was reopened to the public at 5.58pm.

The Chair, James Fitzgerald, advised that in accordance with the resolution of confidential agenda item 8.1, Business Improvement District Grant 2018/2019 Program, the following resolution is considered to be released to the public:

- 1. *That the Enterprise Maribyrnong Special Committee endorsed the Business Improvement District Grant 2018/2019 Program for the following projects:***
 - a) Footscray Advertising Campaign - \$20,084***
 - b) Night Music - \$25,200***
 - c) Barkly Village Activation and Promotion - \$17,068***
 - d) Passport to Seddon - \$8,019***
 - e) Celebrating Yarraville - \$4,800***
 - f) Welcome to Little Africa - \$10,800***
 - g) Chambers District (Maddern Square) - \$29,890***
- 2. *Note that the remaining funds will be used to enhance the delivery outcomes of the BID grant projects.***

U N C O N F I R M E D M I N U T E S

9. SPECIAL MEETING CLOSURE

The Chair, James Fitzgerlad, declared the meeting closed at 5.59pm.

To be confirmed at the Enterprise Maribyrnong Special Committee Meeting
to be held on 9 October 2018 .

Chair, James Fitzgerald

Agenda Item 6.1**TOURISM AND ECONOMIC DEVELOPMENT**

Director: Nigel Higgins
Director Planning Services

Author: Katy McMahon
Manager City Futures

PURPOSE

Richard Ponsford, Executive Officer, Western Melbourne Tourism will present on Tourism and Economic Development.

ISSUES SUMMARY

Tourism, in its many forms, is a major contributor to the economy. Visit Victoria's Annual Report states "*Travellers to and within Melbourne spent a total of \$16.2 billion (comprising of domestic daytrip, domestic overnight and international overnight expenditure)*", a 10% increase on the previous year.

Maribyrnong's Tourism and Visitation Strategy (TVS) outlines a vision for the city: *Maribyrnong is a vibrant inner-city destination and the heart of Melbourne's growing West. Visitors are attracted to the City's unique precincts that celebrate the City's cultural diversity and offers compelling and memorable experiences.*

Richard Ponsford, a passionate advocate for the west, has been working with the Western Melbourne Tourism Board since October 2012 driving the regional tourism vision of "*we aspire to help make Melbourne's West a welcoming place of urban discovery*".

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee note the presentation on Tourism and Economic Development as presented by Richard Ponsford, Executive Officer, Western Melbourne Tourism.

Agenda Item 6.2**BUSINESS IMPROVEMENT DISTRICT GRANT PROGRAM SUPPORTING PROJECTS**

Director: Nigel Higgins
Director Planning Services

Author: Katy McMahon
Manager City Futures

PURPOSE

To provide an update on projects underway to support the endorsed 2018/2019 Business Improvement District (BID) grant projects.

ISSUES SUMMARY**Festival of Lights West Footscray**

The Festival of Lights West Footscray, a week-long Hindu cultural festival, will support the *Barkly Village Activation and Promotion* BID project promoting destination marketing and strengthening the West Footscray Traders Association.

60 traders and residents have submitted an expression of interest to have lights in their windows on Barkly Street, activating the business precinct.

The festival will be held 21 – 27 October along Barkly Street with a closing event on 28 October at Whitten Oval.

Little Africa Signs on Nicholson Street and African Women in Business Forums

Additional signage and targeted business forums will support the *Welcome to Little Africa* BID project promoting destination marketing of Footscray, improving wayfinding and strengthening the economic viability of businesses in the Little Africa precinct.

Additional signs will be installed in central Footscray incorporating part of the design suite of the *Welcome to Little Africa* project.

Forums will provide targeted training for female traders in central Footscray, who face particular challenges in navigating the complex Australian business system, language barriers and caring for extended families at the same time. The first forum will focus on visual merchandising with a second to focus on food preservation, shelf life and labelling.

Agenda Item 6.2

Saigon Plaza Big Screen

Installation of a large screen in the recently completed Little Saigon plaza will support the *Footscray Advertising Campaign* and *Footscray Night Music* BID projects. The project will strengthen the Little Saigon precinct supporting businesses in the vicinity by encouraging increased foot traffic and visitation.

The screen would enable people to gather for live sporting events, watch movies and facilitate increased activation of the plaza.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee note the update.

Agenda Item 6.3

NEW BUSINESS UPDATE

Director: Nigel Higgins
Director Planning Services

Author: Katy McMahon
Manager City Futures

PURPOSE

Katy McMahon, Manager City Futures, will present an update on new business.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Special Committee note the new business update as presented by Katy McMahon, Manager City Futures.
