

CGCMC Meeting

(Central Geelong City Management Committee)



Tuesday 4th March 2003

M I N U T E S

1. Attendance

In Attendance: Helene Bender, Bob Gartland, Bob Bourke, Kate Scaddan, Cr. Ed Coppe, Peter Rodger, Tim Santalucia, John Fairnie, Stuart Coffield, Denis Peacock, Anthony Keogh, Jodie Smith-Reyntjes

Also in attendance: Steve Scott, Anthony Boseley & transport study consultants

Apologies: Cr. Ed Coppe, Stuart Walker, Anne Fuller

(Tim Santalucia & Stuart Coffield left at 8.30am)

2. Previous Minutes

Minutes of the meeting held on February 4th 2003 were accepted.

Moved by: Peter Rodger

Seconded: Kate Scaddan

3. Matters arising

Road closure of Cycling Event

- Bob Bourke raised issue of no consultation regarding this event by Major Events.
- Kate Scaddan agreed that the consultation was poor and that Bay City Plaza's issues included two car parks out all day, warden did not wear uniform and that concerns of Sheraton were considered above Bay City Plaza's
- General discussion by committee regarding this event and lack of communication by Major Events with CGCMC. Geelong Advertiser article discussed with quote from Events Manager regarding consultation with committee was incorrect.
- Committee require a memo to be sent from CGCMC that the group was overlooked and that consultation was poor to the CEO of COGG and also request debrief of event.
- Steve Scott advised the event has been secured for future years and that with sufficient lead-time and communication, we can plan better in future years. The lead-time to change the scaffolding etc at the Sheraton for this event was not feasible.
- John Fairnie said the entire city was blocked and east/ west traffic flow should never be blocked off.
- Peter Rodger advised the City By The Bay Board also discussed this event and are writing to COGG re lack of consultation.
- General agreement that the committee support the event, but there must be better planning, consultation and guidelines in place.

Action:

- Send letter to COGG CEO expressing committee concerns & request debrief – Action by AK

Action List

- Committee members completed tasks as per action list from February committee meeting distributed with minutes.

Circuit Bus

- Executive decision to reduce payment for circuit bus sponsorship by \$1000 from \$6000 to \$5000 as a result of incorrect use of logo and committee name. This has been communicated to Gareth Smith.

Illegal Trading Activity

- Bob Gartland advised that a stationary sale occurred at the Arena on weekend of 1-2 March 2003. Bob sent a staff member who made a purchase to gain a receipt with company details. Passed to Terry Demeo. Bob Gartland will continue to pursue these activities and report to Terry Demeo.

CAA Asset Management Model

- Executive has communicated its support for the Asset Management Model as presented by the Recreation and Asset Management area of Council. (Steve Bentley, Gareth Smith). The proactive management of the maintenance of the asset is supported, however not the total model of precinct management, with its various "streams" (economic development, marketing promotions, asset management, development) as presented by Steve Bentley.
- Peter Rodger advised he did not see the model put forward as a full directorate and believes the response by the committee to only support the asset management aspect of the model was incorrect.
- General committee discussion regarding this. Executive advised they responded as stated, as such a model would create confusion for stakeholders and contributors to our management scheme.
- Anthony Keogh advised the business case for asset management and maintenance by Recreation Assets has been put to council and there will be further discussion and possibly a trial.
- Steve Scott advised a team is needed to maintain the CAA and expect that Steve Bentley's team may do this, however the proposed model would be a major structural change within the city and this would take considerable time.

Central Pages

- Anthony Keogh advised discussions held with Geelong Advertiser, Geelong Independent and Geelong Times to relaunch the Central Pages.
- The Independent has proposed the most interesting format thus far.
- Looking to engage writer to complete editorial components.
- Bob Gartland expressed concern that Central Pages was not working with the Geelong Advertiser. Believes we need to purchase blocks of advertising space and on-sell to advertisers.
- Meeting held with Geelong Advertiser. Now awaiting new creative options.
- General committee discussion regarding Central Pages. Bob Bourke thought initial Central Pages good but the Advertiser did not sell it. Kate Scaddan advised the Advertiser would not adjust the page layout to suit the joint advertising requirements of Bay City Plaza and Market Square. General support for the use of a writer and that the Central Pages need to be relaunched with a fresh look to be effective.

Action:

- Continue to review options and report back to committee – Action by AK/ JSR

4. Financial Report

- Budget with reforecasted amounts tabled by Stuart Coffield.
- Copy to be attached to minutes.
- Discussion of need to determine budget for next financial year and for committee to review prior to going to COGG.
- Need to determine next years program through planning workshop

Action:

- Planning workshop to be organised to discuss budget allocations for next year – Action by AK/ JSR

5. Security Issues

- Tim Santalucia advised he has spoken with police re 000 issues. Believes there is a high tolerance level for petty crime by traders whilst police perceive business is lazy in not reporting.
- Need a re-education program to encourage reporting of petty crime and that it is not a waste of time to report to police.
- Suggestion that CGCMC have a member on the Local Safety Committee to give CGCMC direct representation. Bob Gartland moved that Tim Santalucia should be the representative on this committee. Seconded by Helene Bender. Letter to be sent from CGCMC to Insp. Shane Cole and Insp. Colin Farnsworth requesting Tim Santalucia be on this committee
- Still need to pursue issue of reporting sheet to ensure all social problems reported and allows council/ police to address.
- Anthony Keogh highlighted Retail Loss Prevention Accord and the potential piloting of a freecall number for reporting incidents. Opportunity for CGCMC to be more involved in the promotion of this accord. General committee agreement that the accord is a good idea and could link to other security issues.

Action:

- Letter to be sent from CGCMC to Insp Shane Cole and Insp Colin Farnsworth requesting Tim Santalucia be on this committee – Action by AK/ JSR
- Further pursue involvement with Retail Loss Prevention Accord – Action by AK/ JSR

- Seek Tim's involvement with Local Safety Committee – Action by JSR / AK

6. Sponsorship Criteria

- Taken as read as per Work in Progress report in meeting pack

7. Evaluation Sub-committee

- Sub-committee met last week to review evaluation works.
- Next Pedestrian Traffic Observation Count to be conducted in March. Physical works program will need to be factored into future pedestrian counts as there may be a direct impact and / or need for altering some collection points, depending upon accessibility.
- Visitor Perception survey will only be conducted once a year – December quarter.
- Some questions raised by sub-committee re questions in survey and possible adjustment for next survey.

8. Marketing Sub-committee

- Taken as read as per Work in Progress report & copy of previous marketing sub-committee minutes in meeting pack.

9. Upcoming Marketing Opportunities

- Taken as read as per Work in Progress report in meeting pack

10. Tenancy Database

- Taken as read as per Work in Progress report in meeting pack

11. Farmers Market

- Taken as read as per Work in Progress report in meeting pack
- Sub-committee will meet to review progress and applications

Action:

- Convene sub-committee meeting – Action by AK/ JSR

12. CAA Transport Revitalisation Strategy

- Helene Bender outlined the concept of the strategy and the involvement of the CGCMC in this.
- Two stakeholder meetings held, with interested parties able to provide feedback by Tuesday 11MAR03.
- Public meeting scheduled for 27MAR03 to further discuss strategy.
- Hope to implement changes on 27APR03, which is the start of Term 2.
- Changes to bus stops in city will require re-education process including the use of the transport interchange instead of central city stops.

13. CAA Parking Assessment

- Anthony Boseley from Engineering Services attended meeting to discuss the proposed study and assessment of parking and traffic flow within the city.
- Two consultants involved in the study presented on their areas of study and expertise. Copies of these presentations are included with these minutes.
- Comparison of use of free CBD transport throughout Australia provided as part of this presentation

Performance of Free CBD Transport	
Location	Number of passengers per KM traveled
Geelong Circuit Bus	1.2
Melbourne City Circle Tram	7.0
Perth CBD C.A.T System	7.0
Adelaide 99A	20.0
Adelaide 99B	7.0
Dandenong CBD Bus	3.4

- Anthony Boseley advised that need support for this strategic approach. Findings from studies will be reported back to CGCMC where appropriate. Look to work with CGCMC to achieve objectives.

14. General Business

Public notification of meetings

- Peter Rodger queried why the notification for committee meeting did not occur in the COGG City News. Jodie advised that insufficient room for this notification in that edition and as a result moved to public notices. Will be placed in City News first unless insufficient space and would then go into public notices.

Bike Lanes – education process

- John Fairnie questioned Jodie as to what is happening with education regarding the use of bike lanes in Central Geelong.
- Jodie advised that she has met with Bicycle user reps and COGG recreation reps. Looking at using a light radio campaign in conjunction with coverage in Central pages when they commence. Waiting for costing for ad campaign.
- Have sought clarification of rules for use from appropriate bodies. Will continue to pursue and report.

Action:

- Continue to pursue this matter and report to committee – Action by JSR.

15. Next Meeting

The next meeting of the Central Geelong City Management Committee is scheduled for Tuesday April 1st 2003 – 7.30am - Busport

Attachments:

- Revised budget for 2002/2003 with reforecasted items
- CAA Travel Demand Management Study – Booz/ Allen/ Hamilton
- CAA Parking Study