



Minutes

Economic Development Advisory Committee 9 March 2016 5.30pm

Economic Development Advisory Committee	
Item Number	Agenda
1	Present/ apologies
2	Welcome to new sector representatives
3	Update on the Marrangaroo Masterplan project
4	Update on the Investment Prospectus and Economic Development Strategy
5	Request for funding support from Lithgow District Chamber of Commerce
6	Façade Improvement Program Applicants
7	Request for support for Central NSW Business Enterprise Centre Outreach Project
8	Retail Catchment/Leakage Study
9	Lithgow Promotional Project
10	Next Meeting

ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Mayor Cllr Maree Statham, Cllr Frank Inzitari, Cllr Ross Higlett, Renee Difranto, Carolyn Murphy, James Marshall

APOLOGIES: Roger Bailey

OFFICERS: Matt Brewster

DECLARATION OF INTERESTS:

Item 3 Cllr Ross Higlett

ITEM: 2 WELCOME TO NEW SECTOR REPRESENTATIVES

SUMMARY

The Committee Chair and existing Committee members welcomed two new sector representatives: Carolyn Murphy – Marketing and Business Relationship Manager, Student Recruitment Unit, Division of People and Advancement, Western Sydney University, and James Marshall – Group Manager Stakeholder Engagement, Centennial Coal.

ACTION

THAT the Committee welcomes the new sector representatives to the Committee

MOVED: Renee Difranto

SECONDED: Cllr Ross Higlett

ITEM: 3 UPDATE ON THE MARRANGAROO MASTERPLAN PROJECT

SUMMARY

Andrew Muir from Lithgow City Council presented an update on the progress being made with the preparation of the Marrangaroo Master Plan Project.

The presentation included discussions with the Committee in regards to:

- Forthcoming tender process
- Landowner and stakeholder engagement
- Landuse zones including the B6 zone
- Infrastructure assessment and needs
- Timelines and delivery of outcomes

ACTION

THAT the Committee notes the progress being made with the preparation of the Marrangaroo Master Plan Project

MOVED: Renee Difranco

SECONDED: Clr Ross Higlett

ITEM: 4 UPDATE ON THE INVESTMENT PROSPECTUS AND ECONOMIC DEVELOPMENT STRATEGY

SUMMARY

The Committee was advised that Council staff are currently preparing a report to Council recommending the adoption of the draft Economic Development Strategy and Investment Prospectus. It is proposed that the report go to the Council meeting of 18 April 2016

ACTION

THAT the Committee notes the preparation of the Council report

MOVED: Renee Difranco

SECONDED: Clr Ross Higlett

ITEM: 5 REQUEST FOR FUNDING SUPPORT FROM LITHGOW CHAMBER OF COMMERCE AND COMMUNITY

SUMMARY

The Committee was advised that Council has received correspondence from the Lithgow District Chamber of Commerce (LDCC) requesting funding for several project areas including their annual budget, start up costs and the WILD promotion.

The Committee extensively reviewed and discussed the requests within the context of the projects delivering clearly defined economic development outcomes into the local business community as well as the ability of the projects to grow the financial sustainability of the LDCC.

The Committee supported the request for start up funds totalling \$845.00

The Committee supported the proposed annual budget subject to the provision of additional information detailing proposed marketing, promotion and event expenditures.

While the Committee endorses the intention of the WILD promotion to support women in business in Lithgow, it determined that with the proposal for funds raised by the promotion to be donated back to a charitable organisation, the LDCC should seek funding from Council's Community Development Committee.

RECOMMENDATION

THAT the Committee recommend the payment of \$845.00 to the Lithgow District Chamber of Commerce (LDCC) for start up costs while requesting further detailed information about proposed expenditures in the annual LDCC budget areas of events, promotion and advertising.

MOVED: Renee Difranc

SECONDED: Carolyn Murphy

ITEM 6: FAÇADE IMPROVEMENT PROGRAM APPLICANTS

SUMMARY

The Committee was advised that Council is partnering with a number of landowners and business operators across Lithgow to support improvement projects to facades within nominated Policy locations. The most recent application received was from the owner of the iconic John Joseph building at 31 Main St

ACTION

THAT the Committee notes the status of the Façade Improvement Program

MOVED: Renee Difranc

SECONDED: Cllr Ross Higlett

ITEM 7: REQUEST FOR SUPPORT FOR CENTRAL NSW BUSINESS ENTERPRISE CENTRE OUTREACH PROJECT

SUMMARY

The Committee was advised that Council has received a request from Central NSW Business Enterprise centre (BEC) to partner with them to provide a subsidised business advisory and support service to existing and new business intenders in order to foster growth of businesses within the greater Lithgow region

The Committee discussed the proposal and considered a number of locations where the Pilot project could be positioned within the Lithgow CBD, including private and Council owned shop front properties in Eskbank St and Main St. The Committee also considered the opportunity for Councils Economic Development Officer to co-locate with the BEC in a mainstreet shop front location for 2 days per week.

RECOMMENDATION

THAT The Committee recommends Council support the BEC Lithgow Outreach Pilot Project, incorporating the co-location of Councils Economic Development Officer for two days per week in a Main St Lithgow shop front location.

MOVED: Renee Difranc

SECONDED: Mayor Cllr Maree Statham

ITEM 8: RETAIL CATCHMENT/LEAKAGE STUDY

SUMMARY

The Committee was advised that Council has been successful in securing NSW Government Department of Industry funding to assist with the delivery of the Lithgow Retail Centre Shopper Survey

ACTION

THAT the Committee notes and supports the partnership funding available from NSW Department of Industry

MOVED: Renee Difranto SECONDED: Clr Ross Higlett

ITEM 9: LITHGOW PROMOTIONAL PROJECT

SUMMARY

The Committee discussed various approaches, ideas and timeframes to deliver the promotional project including the opportunity to combine the 2015/16 funding with proposed 2016/17 funding to deliver a high impact promotion incorporating Sydney based electronic media advertising.

The Committee sought actions on deliver the project as soon as possible

ACTION

THAT the Committee note the progress of the project and requested that a preliminary report be brought to the next Committee meeting.

MOVED: Renee Difranto SECONDED: Clr Ross Higlett

ITEM 10: NEXT MEETING:

Next Meeting: Wednesday 27 April 2016 at a location to be advised
