



Minutes

Economic Development Advisory Committee 2 June 2016 5.30 pm

Name of Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Lithgow Promotional Project
4	Retail Study
5	Lithgow District Chamber of Commerce Funding Requests
6	Façade Improvement Program Applications
7	Lease of 72 Main St Lithgow
8	Regional Living Expo 2016
9	Economic Development Strategy
10	Sector Updates
11	General Business
12	Next meeting

MINUTES – ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

2 JUNE 2016



ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Clr Maree Statham, Clr Frank Inzitari, Clr Ross Higlett, Renee Difranto, Carolyn Murphy

APOLOGIES: Roger Bailey, James Mitchell, Michelle Blackley

OFFICERS: Matt Brewster

DECLARATION OF INTERESTS: NIL

ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING

The minutes were endorsed by two members of the Committee being:

Carolyn Murphy
Renee Difranto

The minutes are proposed to be presented to the Council on 18 April 2016.

ACTION

THAT the Minutes of the meeting of 9 March be taken as read and confirmed.

MOVED: Renee Difranto **SECONDED:** Clr Ross Higlett

ITEM: 3 LITHGOW PROMOTIONAL PROJECT

SUMMARY

Kate and Richard Faithorn from Leonards Consulting delivered a presentation to the members outlining a strategy for delivering the Lithgow Promotional Project

The Project outcomes will be framed to drive retail, commercial, and industrial development investment into the Lithgow LGA. It will be based on opportunities arising from Council's Economic Development Strategy, Investment Prospectus, Lithgow CBD Revitalisation Action Plan and the current strategic development of the Marrangaroo Urban Release Area

COMMITTEE ACTION

THAT the Committee thank Kate and Richard Faithorn for their presentation and that the Committee continues to work with Leonards Consultancy to develop and implement the Lithgow Promotional Project.

MOVED: Renee Difranco **SECONDED:** Clr Ross Higlett

ITEM: 4 LITHGOW RETAIL STUDY

SUMMARY

Council received two fee proposals to undertake the Lithgow Retail Study – Hill PDA and A.P. Sheere Consulting. Following assessment of the two proposals against key criteria A.p. Sheere Consulting has been appointed to undertake the project.

COMMITTEE ACTION

THAT the Committee note the appointment of A.P.Sheere Consulting to prepare the Lithgow retail Study

MOVED: Renee Difranco **SECONDED:** Clr Ross Higlett

ITEM: 5 LITHGOW DISTRICT CHAMBER OF COMMERCE FUNDING REQUESTS

SUMMARY

The Committee has been delegated the authority to approve funding requests from the Lithgow District Chamber of Commerce from its annual budget allocation provided through Council.

Council has recently received requests for funding from the Lithgow District Chamber of Commerce for three projects:

1. Street of Flowers Shop Local Promotion

1	Radio Advertising	\$ 550
2	Village Voice Advertising	\$ 1,100
3	Lithgow Mercury Advertising	\$ 900
4	Promotional Displays	\$ 550
5	Event Management	\$ 500
	Total funding requested	\$ 3,600

The Committee supported payment of the requested expenditure for all these items totalling \$3600.

2. Keynote Speaker Event

1	Keynote Speaker Appearance Fee	\$1,100
2	Accommodation	\$ 170
3	Venue/Food	\$1,600
4	PA Hire	\$ 400
	Total funding requested	\$3,270

The Committee supported payment for the Keynote Speaker and Accommodation components only totalling \$1270

3. PA System Purchase

1	PA system var. components	\$1,999
	Total funding requested	\$1,999

The Committee did not support payment for the purchase of a PA System

ACTION

THAT the Committee approves payment to a total of \$4,870 to the Lithgow District Chamber of Commerce from their existing 2015/16 Lithgow City Council budget allocation

MOVED: Renee Difranco **SECONDED:** Cllr Ross Higlett

ITEM: 6 FAÇADE IMPROVEMENT PROGRAM 2015/15

SUMMARY

A number of Façade Improvement Program applications have been received this financial year - summarised in the table below:

Property	Work	Value inc GST	Council contribution inc GST	Status
29 Wolgan St	Reinstate timber posts and awnings	\$18,980	\$2,500	completed
35 Wolgan St	Reinstate timber posts and awnings	\$14,900	\$2,500	completed
141 Main St Lithgow	Façade repairs and painting	\$2,130	\$1,155	approved
198 Main St Lithgow	Façade repairs and painting	\$45,000	\$2,500	approved
31 Main St Lithgow	Façade repairs and painting	\$35,000	\$2,500	approved

COMMITTEE ACTION

THAT the Committee notes the stauts of the Façade Improvement Program

MOVED: Renee Difranco **SECONDED:** Carolyn Murphy

ITEM 7: LEASE OF 72 MAIN ST LITHGOW

SUMMARY

Various adminstration tasks associated with leasing 72 Main St have been completed. Activities within the space will commence from middle of June 2016.

ACTION

THAT the Committee notes the progress being made to lease and activate 72 Main St Lithgow

MOVED: Renee Difranco **SECONDED:** Clr Ross Higlett

ITEM 8: REGIONAL LIVING EXPO

SUMMARY

Council has been contacted by Peter Bailey CEO of CountryNSW.com.au to participate in the Regional Living Expo 2016 Event. The event is to be held on Saturday and Sunday 6 and 7 August 2016 between 9am and 4pm and is located at the Sydney Showground Olympic Park.

Council has previously attended the event in 2014 and 2015 with strong visitor interest shown. However it has been difficult to quantify the real benefits of participating in terms of demonstrable relocations or increased tourist visitation vs Council's substantial financial investment.

Estimated costs of participating in 2016 include:

Hire of 3m x 3m space	\$5,500
Hire of furniture and marketing props	\$1,500
Food, accommodation and travel	\$1,500
Preliminary total	\$8,500

The Committee members discussed the merits or other wise of attending and concluded that it would be appropriate to wait for the completion of the Lithgow Promotional Project and then reconsider its position to participate again in 2017.

ACTION

THAT Council not participate in the Regional Living Expo 2016 event.

MOVED: Cllr Ross Higlett

SECONDED: Renee Difranco

ITEM 9: UPDATED ECONOMIC DEVELOPMENT STRATEGY AND INVESTMENT PROSPECTUS

SUMMARY

The Committee members have partnered the preparation of the updated Economic Development Strategy and Investment Prospectus in association with Council's Economic Development Officer and Consultant.

The Committee members recommended that Council now adopt the completed draft documents.

RECOMMENDATION

THAT Council adopt the draft Economic Development Strategy and Investment Prospectus

MOVED: Renee Difranco

SECONDED: Cllr Ross Higlett

ITEM 10: SECTOR UPDATES

SUMMARY

No sector updates were provided

ITEM 11: GENERAL BUSINESS

1. LITHGOW DISTRICT CHAMBER OF COMMERCE

The Committee members would like to be further informed about the business plan, priorities and proposed future initiatives of the Lithgow District Chamber of Commerce. It was proposed that the President of the Lithgow District Chamber of Commerce be invited to attend the next meeting of the Committee.

ACTION/RECOMMENDATION

THAT the President of the Lithgow District Chamber of Commerce be invited to the next meeting of the Economic Development Advisory Committee.

MOVED: Renee Difranco

SECONDED: Clr Ross Higlett

2. HALLOWEEN 16

The members of the Tourism Advisory Committee have extended an invitation to the members of the Committee to attend their next Halloween project planning meeting scheduled for Wednesday 22 June 2016 at 5.30 pm in the Committee Room

COMMITTEE ACTION

THAT the members of the Economic Development Advisory Committee attend the Tourism Advisory Committee meeting on 22 June 2016 for an update on Halloween 16.

MOVED: Renee Difranco

SECONDED: Clr Ross Higlett

ITEM 12: NEXT MEETING:

Next Meeting: Wednesday 22 June at 5.30pm
Committee Room

There being no further business the meeting closed at 7.25 pm