

**COMMITTEE REPORT:****ITEM NO 2**

**CENTRAL BUSINESS DISTRICT LOCAL 1 NOVEMBER 2006  
IMPROVEMENT FOCUS TASKFORCE  
COMMITTEE – 16 OCTOBER 2006**

File: SF040009

**Present:** Mayor Frank Pangallo MBE (Chair), Cr Tom Mavec, Nick Moufarrige and Col Maxwell.

**Also present:** Cr Raewyn Bastion, Gary Chapman (Director Environment and City Living), David Carswell (Manager Strategic Planning), Mike Thompson (Manager Environmental Services), Andrew McNeice (Parks and Recreation Service) and Helen Hone (Strategic Planning).

**Others present:** The following members of the Queanbeyan Business Council were also present: Jeremy Wyatt, Ian McGinn, Ian McNamee, Jan Browne, Craig Harris, Leanne Brewer and Maurice McCormack.

The Committee recommends:

1. **Apologies** Cr Rocca. It was also noted that Rod Studholme was an apology.  
Mayor Pangallo welcomed those in attendance.
2. **Confirmation of the report if the meeting held on 18 September 2006 and the extraordinary meeting held on 28<sup>th</sup> September 2006**

On the motion of Cr Tom Mavec and Col Maxwell that the report of the meeting held on 18<sup>th</sup> September 2006 and the extraordinary meeting held on 28<sup>th</sup> September 2006 be confirmed.

3. **Possible CBD Promotions strategies**

David Carswell distributed information relating to the role of the CBD LIFT Committee which also identifies the Councillors that are on this committee. Information on the Town Centre Management model to CBD promotion has previously been handed out and discussed and now the committee is looking for views on how to best proceed.

The purpose of the joint meeting was to continue discussions with Queanbeyan Business Council on ways of promoting Queanbeyan and how this can be best achieved.

Nick Moufarrige suggested the committee explore this idea. i.e. the Town Centre Management Model to CBD promotion. There was a general

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discussion on how to do this, and amongst the ideas discussed were various ways to raise funds for promotional and work activities, Council employing an economic promotion officer and the like. It was also noted that such towns as Geelong and Port Macquarie had actively promoted themselves.

**16/06 On the motion of Cr Mavec and Nick Moufarrige that a report be prepared on how to best raise funds for activities which promote Queanbeyan, drawing on the experience of such Council's as Geelong and Port Macquarie and that Council and Queanbeyan Business Council seek information from these Council's on how it can be achieved.**

The sub-committee for this exercise will be Maurice McCormack, Ian McNamee, Lee-Anne Brewer, Mayor Pangallo, Cr Mavec and David Carswell.

***Car Parking in the CBD***

It was submitted by the Queanbeyan Business Council that car parking is going to be an issue with the Cultural Centre construction starting at the end of October 2006. To deal with this and the longer term, the Director of Environment and City Living outlined several measures. These included Lowe Street car park being changed to 2 hour parking for the duration of construction, Council staff passes being revoked, and additional all day parking being opened up at the showground. Council is also looking at leasing additional land in close proximity to be used as car parking. Rutledge Street car park is also being realigned to create more spaces and the entrance from that street is being re configured to create more parking. The Queanbeyan Business Council also tabled a petition signed by residents/occupants unhappy with the loss of parking in the Lowe Street car park. A question was asked whether Council has advised the business owners the benefits to Queanbeyan of the Cultural Centre. The answer was given that there had been a public meeting and only a few people had attended. The issue of a multi-level car park was also raised and discussed.

**17/06 On the motion of Cr Mavec and Mayor Pangallo that this committee seeks indicative costs for a multi level car park in the Lowe Street car park.**

***Economic Promotion Officer***

A discussion was held with regard to a possible position of Economic Promotion Officer with the Council. It was suggested that such a person

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needs marketing skills and needs to be able to successfully liaise with business. Since the retirement of Council's Economic Development Officer such a position has not existed.

**18/06 On the motion of Cr Mavec and Col Maxwell that Queanbeyan City Council consider creating a position for an Economic Development Officer as one of the considerations for the next management plan and in the first instance report back to this committee.**

***CBD Master Plan***

The Queanbeyan Business Council forwarded a copy of a resume of a Town Planner with experience in the Master Planning of City Centres onto Council. This person was subsequently contacted by the Manager of Strategic Planning who invited him to visit next time he is in Queanbeyan.

***Window Advertisements***

One suggested idea for promotion is stickers for car windows and a sample was tabled which reads 'I love shopping in Queanbeyan'. This was considered to be a very positive idea and the stickers can be produced for approximately \$1.20 each. There was a suggestion that Council and the Business Council jointly fund the printing of 1,000 although the contrary view was also put forward the Business Council should be able to fund this alone.

***Marketing Strategy for Queanbeyan***

One of the outcomes of the Queanbeyan Vision 2021 were key directions and strategies dealing with the image of Queanbeyan and a workshop with Councillors is proposed for 8<sup>th</sup> November 2006 to discuss the best way to take these and others forward. It was agreed that this item be placed on the agenda for the next meeting to discuss the outcomes of the workshop.

**4. Service Club and Road Map Signs at Entry Points**

Maurice McCormack tabled a design for locality maps for visitors which could possibly incorporate service club signs. These will each cost approximately five to six thousand dollars to construct. It was suggested that Country Energy may wish to become a sponsor to have the signs lit at night. It was suggested that the group look at appropriate sites for these signs. Andy McNeice and Maurice McCormack are to get together to look at designs, sittings and costs for the next meeting. There are probably five to six sites at this stage.

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(CONTINUED)****5. CBD Main Street Improvements Grants**

One application has been received for the painting of the façade at 57 Collett Street. There is a Development Application in with Council at the moment to convert the lower level to a café. It was queried if these grants are for commercial or residential properties however it was decided with the DA in, it meets the criteria for a grant.

**19/06 On the motion of Cr Mavec and Col Maxwell that a grant of \$1,144 be granted from the Main Street Improvement Grants funds.**

**6. Next Meeting**

The next general meeting of the CBD LIFT Committee is scheduled for Monday 20 November 2006 in a room to be advised commencing at 4.00pm. It was also noted that representative of the Queanbeyan Business Council will be in attendance.

The meeting closed at 5.15pm.