

# Economic Development Advisory Committee Meeting Two



## Minutes

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**Date:** Wednesday, 21 February 2018  
**Time:** 4.30pm – 7.00pm  
**Venue:** Council Chamber, Civic Centre, Nillumbik Shire Council  
**Chair:** Cr Karen Egan (Deputy Mayor and Portfolio Councillor)  
**Minutetaker:** Kate Shannon

### Order of business:

#### 1. Attendance and apologies

Apologies: Glen Ferrarotto and Cr Jane Ashton

Attendees: Cr Karen Egan, Cr John Dumaresq, Director Business and Strategy Adrian Cully, Donna Kilgour, Phil Marendaz, Michael Williams, Kirri Romero, Simon Le Plastrier, George Apted, Russell Scoular, Vanessa Mooney, Peter McWilliams, Jethro Still, Venu Metla, Richard Stockman, Manager Business Tourism and Marketing Kylie Lethbridge, Business Development and Tourism Officer Kate Shannon and Business Development and Tourism Coordinator Darko Popovski, Cr Peter Clarke (part of meeting).

#### 2. Welcome

#### 3. Conflict of interest:

*Conflict of interest provisions are contained in section 80C of the Local Government Act 1989, the Councillor's Governance Code, the Employee Code of Conduct and the Volunteer Handbook.*

Principal of Eltham College and EDAC member Simon Le Plastrier declared a perceived conflict of interest as Cr Karen Egan's daughter attends Eltham College.

#### 4. Assembly of Councillor(s) form:

An Assembly of Councillor form must be completed at the meeting in accordance with section 80A of the *Local Government Act 1989*.

**Action:** Council officers to lodge the Assembly of Councillor form on behalf of the Economic Development Advisory Committee.

#### 5. Introduction – Cr. Egan introduced Kylie Lethbridge, Manager Business Tourism and Marketing, detailing her experience and background and highlighting some of the challenges facing Nillumbik. Cr Egan said Kylie had begun to establish a new department, starting with a clean slate and what she felt will deliver maximum benefits in the future.

**Kylie Lethbridge**, Manager Business Tourism and Marketing brief introduction:

- Attending to immediate issues, establishing what programs and services need to be put in place.
- Recruitment for marketing and events coordinator and other resources.
- Development of business kit, including local State, Federal Government and private assistance, regulatory areas etc.
- Marketing, consolidate council brand and articulate how we want to look and feel with the aim of raising awareness and to promote Nillumbik as the place to live, work and invest.
- Events and Festivals, analysis of resources, internal and external stakeholders, understand and maximise community and economic outcomes.
- Collaborate with North Link (which includes all six councils in the North of Melbourne) to establish how their activity can benefit us eg. Melbourne's North Investment Strategy.

**Adrian Cully**, Director Business and Strategy brief introduction.

## 6. Leigh Crocker, ION Group – Facilitated Workshop

The intention of the workshop was to:

1. Identify the 'big picture' for the Committee with a view to ensuring your time and skills are best utilised;
2. Ascertain the way in which you would like to engage
3. Identify priorities and desired outcomes. Please note: ideally this should be considered with the EDAC terms of reference.

**See Attachment 1 for outcomes of facilitated workshop.**

6.45pm Mayor Peter Clark arrived and provided information relating to Council's advocacy activities for Bolton Street traders and a series of meetings held with VicRoads. The project was originally contracted to finish by November 2017 but is now looking like end of March 2018.

**General discussion** was then held and captured as follows:

Item	Details	Required Action	Action Owner	Date
1	Committee discussed how to communicate with Council and staff.	Members are welcome to phone or email Councillors and Officers directly.	All members	When required
2	Establish ways to communicate outside of meetings (V Metla)	A secure forum for document sharing was suggested with more research and information to follow.	V Metla	Prior to next meeting

3	Provide documents beforehand so committee can come to meetings prepared and with ideas (V Mooney)	Noted, documents will be sent via email until document sharing system is in place.  Committee members to also provide feedback via email if and when time permits.	KL, DP, KS	Immediate and ongoing
4	Compliance issues with hosted accommodation and Bed and Breakfasts (Cr Egan)	Council is working with building authority and establishing ways to assist businesses through the process.	KL	Immediate and ongoing... KL to report on progress at next meeting.
5	Collaboration with Arts community (K Romero)	Distribute Arts and Cultural Plan and advisory committee membership to EDAC.  Consider ways for the two Advisory Committees to interact / cooperate from a small business perspective.	DP/KS	Asap.  To be confirmed.
7	Survey businesses to ask, "What are the hurdles?" (V Metla)	A survey will be issued to inform the new Economic Development Strategy.  The survey and process for new strategy will be circulated to members for feedback once ready.	KL/DP	When complete – estimate May / June
8	Scope for improving the planning and permits processes for small business (P Marendaz)	Officers are currently liaising with internal departments and new customer service staff to develop new systems and ways of engagement across Council.  Officers are also developing a business kit (printed and online) that will provide business owners with information and a clear and simple pathway.  Feedback will be sought from members once draft is complete.  Committee members to	DP/KS	Immediate and ongoing.

		forward specific examples of challenges to officers for further investigation.		
9	How would the committees prefer officers to tap in to members skills and expertise? (K Lethbridge)	<p>Business, Tourism and Marketing team to promote the aims and objectives as well as the skills and expertise of the members throughout the organisation.</p> <p>Officers to establish a page on councils website to raise awareness of EDAC, its members and its aims and objectives.</p> <p>Draft page content to be circulated to members for approval once complete.</p>	KL/DP/KS	<p>Immediately and ongoing.</p> <p>Page content drafted by mid April.</p>
10	Members discussed the parking issues across the shire.	Officers to provide information for feedback.	DP / KS	As soon as it is available.

**Next Meeting:**

**When:** Wednesday, 9 May 2018

**Where:** Council Chamber, Civic Centre, Nillumbik Shire Council

**Time:** 4.30pm – 6.00pm