



CITY OF HOBART

# **MINUTES**

## **Economic Development & Communications Committee Meeting**

**Open Portion**

**Thursday, 24 May 2018 at 5:00 pm**

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## ORDER OF BUSINESS

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**Economic Development & Communications Committee Meeting (Open Portion)  
held on Thursday, 24 May 2018 at 5:00 pm in the Lady Osborne Room, Town  
Hall.**

**COMMITTEE MEMBERS**

Cocker (Chairman)  
Zucco  
Ruzicka  
Thomas  
Denison

**ALDERMEN**

Lord Mayor Christie  
Briscoe  
Deputy Lord Mayor Sexton  
Burnet  
Reynolds  
Harvey

**PRESENT:** Alderman P S Cocker  
(Chairman), Aldermen M Zucco,  
E R Ruzicka, D C Thomas and  
A M Reynolds

Alderman Reynolds was co-opted to the  
Committee.

**APOLOGIES:** Nil.

**LEAVE OF ABSENCE:**

Alderman T M Denison.

**1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A  
VACANCY**

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ZUCCO

That the Alderman Reynolds be co-opted to the committee.

MOTION CARRIED

VOTING RECORD

AYES

NOES

Cocker  
Zucco  
Ruzicka  
Thomas

## **2. CONFIRMATION OF MINUTES**

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THOMAS

The minutes of the Open Portion of the Economic Development & Communications Committee meeting held on [Thursday, 19 April 2018](#), be confirmed as an accurate record.

MOTION CARRIED

### VOTING RECORD

	AYES	NOES
Cocker		
Zucco		
Ruzicka		
Thomas		
Reynolds		

The minutes were signed.

## **3. CONSIDERATION OF SUPPLEMENTARY ITEMS**

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Ref: Part 2, Regulation 8(6) of the *Local Government (Meeting Procedures) Regulations 2015*.

### **Recommendation**

That the Committee resolve to deal with any supplementary items not appearing on the agenda, as reported by the General Manager.

The supplementary item was withdrawn from the agenda prior to the meeting.

## **4. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST**

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Ref: Part 2, Regulation 8(7) of the *Local Government (Meeting Procedures) Regulations 2015*.

Aldermen are requested to indicate where they may have any pecuniary or conflicts of interest in respect to any matter appearing on the agenda, or any supplementary item to the agenda, which the committee has resolved to deal with.

No interest was indicated.

## 5. TRANSFER OF AGENDA ITEMS

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Regulation 15 of the *Local Government (Meeting Procedures) Regulations 2015*.

A committee may close a part of a meeting to the public where a matter to be discussed falls within 15(2) of the above regulations.

In the event that the committee transfer an item to the closed portion, the reasons for doing so should be stated.

Are there any items which should be transferred from this agenda to the closed portion of the agenda, or from the closed to the open portion of the agenda?

No items were transferred.

## 6. REPORTS

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### 6.1 City Centre Marketing File Ref: F18/18371; F17/113743

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THOMAS

That the recommendation contained in the report of the Senior Marketing and Promotions Coordinator and the Associate Director Communications and Marketing of 17 May 2018, be adopted.

MOTION CARRIED

#### VOTING RECORD

AYES	NOES
Cocker	Ruzicka
Zucco	
Thomas	
Reynolds	

### COMMITTEE RESOLUTION:

That based on the success of the Hello Hobart marketing campaign for the city centre the Council endorse the continuation of the campaign with the annual cost of \$75,000 being attributed to the Communications and Marketing function in the draft 2018-19 budget estimates.

**Delegation: Council**

**6.2 Marketing Grants**  
**File Ref: F18/42396; 17/260**

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THOMAS

That the recommendation contained in the report of the Marketing Coordinator and the Associate Director Communications and Marketing of 17 May 2018, be adopted as amended with an additional clause to read as follows:

“Officers further investigate the application of the Shopfront Improvement Grant Program on a precinct basis with a further report to be provided as soon as practicable”.

MOTION CARRIED

VOTING RECORD

AYES

NOES

Cocker  
Zucco  
Ruzicka  
Thomas  
Reynolds

**COMMITTEE RESOLUTION:**

- That:
1. The Shopfront Improvement Grant continue in its current format with grants offered up to \$5,000 in match funding, with a total pool of \$24,000 over two grant rounds.
  2. The Local Trader Marketing Grant be amended to consist of funding of grants up to \$8,000 per application, with a total pool of \$24,000 over one grant round.
  3. The Civic Banner Quick Response Grant will be run as an ‘in-kind’ grant for civic banner installation at an amount of up to \$1,000 per application. As per the pilot program, a total pool of \$8,000 will be allocated to this grant for each financial year until the funds are exhausted.
  4. All marketing grants will no longer be piloted grants and will continue as permanent grants in the City of Hobart’s grants program.
  5. The current Council Policy, Application for Grants – Community and Development Division, be amended as shown in Attachment A to item 6.2 of the Open Economic Development and Communications Committee agenda of 24 May 2018.

6. The General Manager be delegated to authorise administrative changes to the city's grants program guidelines for the Shopfront Improvement, Local Trader Marketing and Civic Banner Quick Response Grants guidelines, in line with the Council Policy – Applications for Grants – Community Development Division, as required throughout the implementation of the programs.
7. Officers further investigate the application of the Shopfront Improvement Grant Program on a precinct basis with a further report to be provided as soon as practicable.

### **6.3 Christmas Decorations 2018**

**File Ref: F18/30033**

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#### **ZUCCO**

That the recommendation contained in the report of the Marketing Coordinator and the Associate Director Communications and Marketing of 17 May 2018, be adopted, be amended with the addition of two clauses to read as follows:

- “2. A temporary live tree installation be incorporated into Wellington Court with a costing to be referred back to the Committee.
3. Officers to investigate the feasibility of fencing around the Mawson Place Christmas tree to provide an alternative option to static security.”

**MOTION CARRIED**

#### **VOTING RECORD**

<b>AYES</b>	<b>NOES</b>
Zucco	Cocker
Ruzicka	
Thomas	
Reynolds	

#### **COMMITTEE RESOLUTION:**

- That:
1. The Christmas decorations program for 2018, with an operating and assets budget of \$141,453, be approved by Council with the costs being attributed to the Communications and Marketing function within the draft 2018- 19 budget estimates.
  2. A temporary live tree installation be incorporated into Wellington Court with a costing to be referred back to the Committee.
  3. Officers to investigate the feasibility of fencing around the Mawson Place Christmas tree to provide an alternative option to static security.

**Delegation: Council**

#### **6.4 Update - Measurement System, International Relationships** **File Ref: F18/43116**

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THOMAS

That the recommendation contained in the report of the Economic Development Project Officer and the Associate Director City Economy, Tourism and Events of 18 May 2018, be adopted.

MOTION CARRIED

#### VOTING RECORD

AYES

NOES

Cocker  
Zucco  
Ruzicka  
Thomas  
Reynolds

#### **COMMITTEE RESOLUTION:**

That the Council support the deferral of this project until after the City of Hobart elections in October 2018 when a report will be provided to Council to further scope the project and to provide detailed costings.

**Delegation: Council**

### **7. COMMITTEE ACTION STATUS REPORT**

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#### **7.1 Committee Actions - Status Report** **File Ref: F18/40670**

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RUZICKA

That the information be received and noted.

MOTION CARRIED

#### VOTING RECORD

AYES

NOES

Cocker  
Zucco  
Ruzicka  
Thomas  
Reynolds

**Delegation: Committee**



## 8. QUESTIONS WITHOUT NOTICE

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Section 29 of the *Local Government (Meeting Procedures) Regulations 2015*.  
File Ref: 13-1-10

No questions were asked at the meeting.

THOMAS

That the open portion of the meeting be adjourned to conduct the closed portion of the meeting.

MOTION CARRIED

### VOTING RECORD

	AYES	NOES
Cocker		
Zucco		
Ruzicka		
Thomas		
Reynolds		

## 9. CLOSED PORTION OF THE MEETING

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That the Council resolve by absolute majority that the meeting be closed to the public pursuant to regulation 15(1) of the *Local Government (Meeting Procedures) Regulations 2015* because the items included on the closed agenda contain the following matters:

The following items were discussed: -

- |              |  |
|--------------|--|
| Item No. 1   | Minutes of the last meeting of the Closed Portion of the Council Meeting |
| Item No. 2   | Consideration of supplementary items to the agenda                       |
| Item No. 3   | Indications of pecuniary and conflicts of interest                       |
| Item No. 4   | Committee Action Status Report   |
| Item No. 4.1 | Committee Actions - Status Report<br>LG(MP)R 15(2)(g)                    |
| Item No. 5   | Questions Without Notice   |

RUZICKA

That the items be noted.

MOTION CARRIED

VOTING RECORD

AYES

NOES

Cocker  
Zucco  
Ruzicka  
Thomas  
Reynolds

**Delegation: Committee**

**SUPPLEMENTARY ITEM**

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**10. Hadley's Art Prize - Partnership Request**  
**File Ref: F18/48144**

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The item was withdrawn from the agenda prior to the meeting.

The Chairman adjourned the meeting at 5:38 pm to conduct the closed portion of the meeting.

The meeting was reconvened at 5:41 pm.

Item 9 was then taken.

There being no further business the meeting closed at 5:42 pm.

TAKEN AS READ AND SIGNED AS  
A CORRECT RECORD THIS  
21<sup>ST</sup> DAY OF JUNE 2018.

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**CHAIRMAN**