

MINUTES

7:30am, Tuesday 19th August 2008
Central Geelong Marketing Committee
Meeting to be held at CGM Offices
Busport, 17 Gheringhap St, Geelong.

Section A – Procedural Matters

1. Welcome/Apologies

Present: John Sisley (Acting Chair), Kim Tobin, Don Hough, Sandy Kelly-Burton, Colin Kosky, Simon Parrott, Myra Chamberlain, Jas Thethy, Cr John Mitchell, Annette Cotter, Sharon Guest Wallace, Emma Clark, Belinda O’Keeffe (minutes), Katie Toulmin.

Apologies: Mark Davis, Sarah Leaman (Tourism Geelong)

The meeting was Jas Thethy’s last as he has resigned from Community Care Chemist.

2. Declarations of Interests

No declarations were made.

3. Acceptance of previous minutes

Simon Parrott moved and Sandy Kelly-Burton seconded that the minutes dated 15/7/08 are a true and accurate record.

4. Matters arising from previous minutes

All items actioned.

5. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 1/7/08
- Communication Sub-Committee meeting held 7/7/08
- Evaluation Sub-Committee meeting held 8/7/08

Section B - Reports

6. Finance Report

- Report for August 2008 tabled
- Rates have collected more income than expected. More income will be received when the Westfield expansion and TAC are rated. The extra funds will be put towards sponsorships and consolidated advertising.
- The Farmers Market income is slightly above forecast as some stallholders have paid three months in advance.

Action:

- Emma to include a Commitments column into the finance report.

8. Sidewalk Sales Recommendation

Recommendation in the meeting pack.

Recommendation by the Marketing Sub Committee

To ask businesses participating in the November Sidewalk Sales whether they want us to organise another Sidewalk Sales type event in Central Geelong on Easter Tuesday or Easter Sunday.

Decision:

To ask businesses participating in the November Sidewalk Sales whether they want us to organise another Sidewalk Sales type event in Central Geelong on Easter Tuesday or Easter Sunday. To go ahead with another Sidewalk Sales type event at least 50% of

businesses surveyed at the November 2008 Sidewalk Sales must be in favour. Local Laws also need to be consulted with to find out if an extra event is possible

Moved Colin Kosky and seconded Jas Thethy. All in favour. **Carried.**

9. Farmers Market Logo Review

Recommendation and logo samples in the meeting pack.

Recommendation from the Marketing Sub-Committee:

To cease using the current logo and replace it with a logo similar to the Central Geelong Marketing logo. This logo will include the words Central Geelong then the Farmers Market underneath.

Decision:

All in favour of using both versions of the new logo. **Carried.**

10. Doulos Passenger Ship Visit Request for Sponsorship

Sponsorship request in meeting pack.

Executive Officer Recommendation:

To support the request for sponsorship of \$2000 for the Doulos Passenger Ship Visit.

Decision:

All in favour of the \$2000 sponsorship. **Carried.**

11. 2008/2009 Evaluation Plan

Plan was included in the meeting pack.

Action:

Committee to read and provide feedback to Emma if there are changes to be made.

12. Hatching the Past Exhibition Request for Sponsorship

Sponsorship request tabled.

Executive Officer Recommendation

To support this request for sponsorship of Hatching the Past – Dinosaur Eggs and Babies Exhibition at the National Wool Museum.

Comments

The following general comments were made regarding the request: Promote the exhibition as part of our School Holiday Fun Guide, build the in-kind value of the database into the sponsorship.

Decision:

Eight were in favour of the sponsorship and three were against. Emma to advise the National Wool Museum about the value of our School Holiday database and see if the cash contribution can be dropped as they will be benefiting from the in-kind value of the database.

Action:

Emma to get more information from the National Wool Museum regarding what the benefits of the sponsorship are.

13. Executive Officer Update

Discover More in Central Geelong Campaign

- Next copy will be printed on Friday. This will be our fifth page, so three businesses will have used all of their ads.
- Will start to look for new businesses to try and keep this running for another couple of months.

Farmers Market

- The August market was a great success. Customer numbers seemed to be down, but all stallholders reported good sales on the day with a number of stallholders selling out on the day
- 23 stallholders attended with a number pulling out at the last minute due to supply issues.
- Shelley is in talks with a number of new stallholders, and as the weather fines up we should see more stallholders attending.
- Have been waiting for a letter from the VFMA before we send the grant application off. Letter arrived yesterday so first stage of application will be sent this week.

Website Update

- Stage 1 will be launched at the end of this month.
- We are looking at placing some ads to drive customers to this new website.
- We are also letting all stakeholders know about this new website and to make sure all their details are up to date.
- A members only section will be available for all stakeholders with special members only information, i.e. Special marketing offers, special promotions, etc. All newsletters and any other information will be in this area.

Stakeholder & Property Owner Audit Questionnaire

- 180 questionnaires have been received, with some very interesting feedback.
- This information will be collated and answers to the information we received will be sent out with a mail out on August 31.
- In this mail out we will include:
 - The new look Central Focus Newsletter
 - The updated Story So Far brochure
 - Questionnaire feedback
 - Networking Invite
 - Updated copy of The Guide
 - A covering letter
 - The pack will be sent to all stakeholders and property owners, but property owners will not receive the Networking Invite

Sub-Committee Meetings

- Could Committee members please ensure that you attend these sub-committee meetings. A quorum of 4 people is required to hold these meetings. The Communication Sub-Committee Meeting this month was cancelled because we didn't reach a quorum and we almost couldn't have the Evaluation Sub-Committee meeting due to committee members not arriving.

Action:

If Committee Members are unable to make meetings please let Emma know as soon as you can so the meeting can be rescheduled.

Q & A Networking Event

- The networking event will be held on Wednesday 17th September at Market Square. It will take the form of a Question and Answer session. Steve Bentley, Mark Davis and a CoGG Events person will be on the panel.

Committee Nomination Process

- Due to Jas' resignation we have had to go through a nomination process again. Letters have been sent to all stakeholders asking for nominations. The nomination period will close on 29th August. If more than one nomination is received we will go to an election and this election period will be from 8th September to 19th September.

Committee Meeting Pack Inclusions

- Included in this meeting pack were a few extras:
 - The 2008-2009 Media/Advertising Plan. This shows what consolidated advertising we are doing, when any sponsorships we have are and all event advertising.
 - The August and September Calendar is just a snapshot of the months and what we have going on. September is a very busy month with a lot on as well as advertising, some event based, some consolidated.
 - The Discover More Professional Services Ad is in The Geelong Times once a month and the more Fashion ad is the GT Mag ad a half page ad for this month and then we are running a quarter page ad across two pages.

Little Malop Arts Market and Arts in the Park

- GPAC and the CoGG Arts and Culture Unit are running a Little Malop St Arts Market on Friday 5th December. The basic premise for this market is very similar to Arts in the Park, i.e. activating the Cultural Precinct and making people aware of this area. Steve Bentley and Emma are meeting with Arts and Culture to discuss some concerns and how we can work together.
- We may be approached for sponsorship of this event. Emma will advise them that we can only offer in kind support if we continue with Arts in the Park as we put a substantial amount into this event.

Section C – Confidential Matters

Meeting to be closed to general public to discuss confidential matters of the current agenda.

14. Confidential matters

- Nil confidential matters

Section D – For information

15. General Business

Federation Square Designers Market - Kim Tobin suggested that we look into the viability of running a market similar to the Federation Square Designers Market.

Discussion:

The following general comments were made: How does this event effect business in Central Geelong and what benefit would this market have to Central Geelong businesses. Hand the suggestion over to the Marketing Sub Committee to discuss.

Action:

Marketing Sub Committee to discuss a Designers Market.

Park & Ride Expansion:

Steve Bentley provided the following feedback to the committee about Park & Ride.

- The bus has been running for two years and has a capacity for 350 passengers per day, currently there are 130 per day. There is an opportunity to increase the service if there is a demand.
- The Belmont Park and ride is not working because people have to cross the road.
- There will be a trial Park & Ride at Kardinia Park, where workers park there car and hop on an existing bus service for 90c each way. The State Government is subsidising this service as the fare is concession. Workers will be given a pass to show the driver.

The Committee thanked Jas for his contribution over the past year and wished him luck with the new job. Jas thanked the Committee.

16. Meeting closed

Next Meeting scheduled for Tuesday 16th September 2008, 7:30am at CGM offices at Busport, 17 Gheringhap Street, Central Geelong.

Action List – August 2008

Action	Who	Date for completion	Completed
Emma to include a Commitments column into the finance report.	Emma Clark	31/8/08	Yes
Committee to read 2008/2009 Evaluation Plan and provide feedback to Emma if there are changes to be made.	Committee	31/8/08	
Emma to get more information from the National Wool Museum regarding what the benefits of the sponsorship are.	Emma Clark	31/8/08	Yes – email sent to committee 21/8/08
If Committee Members are unable to make Sub-Committee Meetings or Committee Meetings please let Emma know as soon as you can so the meeting can be rescheduled.	Committee	On-going	
Marketing Sub Committee to discuss a Designers Market	Marketing Sub-Committee	2/9/08	