

## MINUTES

7:30am, Tuesday 16<sup>th</sup> December, 2008  
Central Geelong Marketing Committee  
Meeting to be held at

Four Points by Sheraton, 10-14 Eastern Beach Road, Geelong

### Section A – Procedural Matters

#### 1. Welcome/Apologies

**Present:** Mark Davis, John Sisley, Annette Cotter, Cr Barbara Abley, Myra Chamberlain, Kim Tobin, Don Hough, Mark Giles, Richard Miles, Colin Kosky, Sharon Guest-Wallace, Sandy Kelly-Burton, Cr John Mitchell, Emma Clark, Belinda O’Keeffe, Katie Toulmin (Minutes).

**Apologies:** Nil.

**Not Present:** Simon Parrott

Welcome to Cr Barbara Abley. Congratulations to our new Mayor, Cr John Mitchell.

#### 2. Declarations of Interests

Nil

#### 3. Acceptance of previous minutes

Moved Mark Giles and seconded Don Hough that the minutes dated 18<sup>th</sup> November 2008, are a true and accurate record.

#### 4. Matters arising from previous minutes

- Review of Action list – November 2008. No action items.

#### 5. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 2<sup>nd</sup> December, 2008 (Meeting not held, quorum not reached)

#### 6. Question time – opportunity for questions from public gallery.

### Section B - Reports

#### 7. Finance Report

- Report for November 2008 - Tabled
- Income will fluctuate due to Farmer’s Market stallholders paying for 3 months.
- Marketing expenditure was slightly higher this month due to the busy time of the month with functions and events being held. Christmas windows, networking function etc.

**Discussion:** More information is needed in the finance report to show actual expenditure for each activity and expenditure per month on each activity.

**Action:** Emma Clark to prepare a spreadsheet showing the expenditure per activity, per month, including the budget for the activity.

#### 8. Executive Officer Update

##### Discover More in Central Geelong:

- Last page was the Independent on December 12.
- Campaign is now finished.
- Majority of businesses were not interested in being in the concept at all.

##### Farmers Market:

- 32 stallholders booked to attend, but due to bad weather, only 20 Stallholders attended.

- Stallholders traded well and sold out of a lot of stock.
- Full report to be complete for February meeting pack.

#### **Website:**

- Stage 2 is up and running.
- Currently categorising all businesses, so business listings will appear in the correct areas.
- Events calendar is working, however needs events entered in.
- Mail out in January to all businesses with their login and password and details on how they can update their details, and how they can include events in the event calendar.

#### **Christmas Networking Event:**

- Over 70 people attended, and evening went very well.
- Christmas activities launched.

#### **Christmas Activities & Gala Day:**

- Parade was a success with good numbers even though the weather was poor.
- Windows were launched at 10am with the Magic Meter Elves.
- Family Fun Day was cancelled due to the poor weather.
- Parade will continue to be on the Saturday in the future.
- Christmas colouring competition, 10 winners were chosen from 2 age categories.
- Winners pictures will be displayed in the Christmas windows until January 5, 2009.

#### **Tourism Geelong & CGM Working Together:**

- Aim to work together with Tourism Geelong for training and networking events.
- Will also look at combining functions with Chamber of Commerce.

#### **Summer in the City Promotion:**

- Promotional campaign including print and radio ads.
- Ads will promote cool options in Central Geelong, during Summer.
- To be aimed at locals on holidays who are not sure what Central Geelong can offer during summer.

#### **Geelong Night Markets:**

- Geelong Night Markets to start on the 9<sup>th</sup> January 2009, in Johnstone Park.
- Stallholder's applications closed on the 15<sup>th</sup> December.
- Plenty of interest from stallholders.

#### **Central Geelong Shuttle:**

- New maps currently being printed and will be sent out to Customer Service centres and Visitor Information Centres before Christmas.
- Mail out to Central Geelong businesses after Christmas.
- Central Geelong Shuttle started Monday 15<sup>th</sup> December, running daily from 10am to 4pm until 1<sup>st</sup> February and will continue on the weekends until 9<sup>th</sup> March 2009.

#### **Night Arts;**

- Held on Friday 5<sup>th</sup> December.
- Still waiting on feedback from organisers.

#### **Section C– Confidential Matters**

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

#### **9. Confidential matters**

- Nil confidential matters

#### **Section D – For information**

#### **10. General Business**

- 3 year CGM Strategic Framework finishes in June 2009 and will need to be updated. Include in February 2009 Agenda, updating of CFGM Strategic Framework.

11. 8.30am: Meeting closed

Next Meeting scheduled for Tuesday 17<sup>th</sup> February, 2009, 7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong.

**Action List – December 2008**

<b>Action</b>	<b>Who</b>	<b>Date for completion</b>	<b>Completed</b>
Prepare a spreadsheet showing the expenditure per activity, per month, including the budget for the activity.	Emma Clark	15/1/09	
Include in February 2009 Agenda, updating of CGM Strategic Framework	Emma Clark	9/2/09	