

## MINUTES

7:30am, Tuesday 17<sup>th</sup> February, 2009  
Central Geelong Marketing Committee  
Meeting held at  
CGM Offices, 17 Gheringhap Street, Central Geelong

### Section A – Procedural Matters

#### 1. Welcome/Apologies

**Present:** Mark Davis (Chairperson), Simon Parrott, Kim Tobin, Don Hough, Annette Cotter, Myra Chamberlain, Sharon Guest-Wallace, Colin Kosky, Mark Giles, Richard Miles, Emma Clark, Belinda O’Keeffe, Katie Toulmin (minutes).

**Apologies:** Cr Barbara Abley, John Sisley, Sandy Kelly-Burton.

#### 2. Declarations of Interests

Nil.

#### 3. Acceptance of previous minutes

Moved Colin Kosky and seconded Don Hough that the minutes dated 16<sup>th</sup> December 2008, are a true and accurate record.

#### 4. Matters arising from previous minutes

- Review of Action list – December 2008 – All actioned.

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

- Marketing Sub-Committee meeting held 3<sup>rd</sup> February, 2009
- Evaluation Sub-Committee meeting held 10<sup>th</sup> February, 2009

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

Nil.

### Section B - Reports

#### 7. Finance Report

- Report for December 2008 and January 2009 – Not tabled. Reports still need to be looked as some figures are not accurate
- Quarterly report for Q2 – Tabled.

#### 8. Sidewalk Sales – Brief enclosed

- Melbourne Cup Sidewalk Sales economic benefit of over \$1 million.
- Majority of the Sidewalk Sale budget goes towards production and delivery of form guide.
- Traders that took part in Sidewalk Sales are keen on having another sale day.

#### **Discussion:**

A general discussion about the brief occurred, the following comments were made:

- Look at teaming up with a different form of media, such as a paper lift-out instead of producing form guides.
- Potential name for sale: Inside – Outside sale day.
- Possibly hold it on Easter Tuesday or school holiday break.

#### **Decision:**

Moved Colin Kosky and seconded Don Hough that the committee supports the Sidewalk Sales Brief Option 2. Marketing Sub-Committee to develop activity. All in favour. **Carried**

## **9. Strategic/Activity Planning Update**

- Going through process of obtaining quotes from facilitators.
- Meetings to be held at the end of March, early April.

## **10. Discussion:**

**Review of the Evaluation Sub-Committee Recommendations for Full Committee.  
See attached summary.**

### **Action:**

Send evaluations out to all committee members.

### **Evaluation release:**

- Stakeholders will be provided with an evaluation summary. It will be presented as a stakeholder release.
- If Stakeholders require the full evaluation they can access it.
- Not to put full evaluation summaries on website as information may be construed the wrong way.

### **Decision:**

All in favour.

### **Sidewalk Sales:**

- Evaluation reviewed.

### **Decision:**

Recommendation accepted.

### **Farmers Market:**

#### **Discussion:**

- \$74,000 investment for a \$1million economic benefit.
- Need to source sponsorship to help reduce costs.

### **Decision:**

Marketing Sub-Committee – recommendation to get a professional to sell sponsorship for the market.

### **Christmas in CG Windows– Review of 3 options.**

#### **Discussion:**

- Overall cost for 2008 Windows \$26,000. Received \$10,000 sponsorship.
- Need to offset some of the cost and work.
- Suggestion to contact Gordon TAFE and get students to design windows as part of their assessment.
- Combination of all 3 options suggested.
- Need to look for sponsorship now, so businesses can budget

### **Carollers:**

- Benefit for businesses that don't have music.

### **Christmas Brochure:**

- Marketing Sub-Committee to review Christmas brochure.

### **Decision:**

Marketing Sub-Committee - to assess Christmas in Central Geelong program and submit costing for 2009. Present to Full Committee by April 2009.

### **Magic Meter Elves:**

- Evaluation reviewed.

### **Decision:**

Recommendations accepted.

## **11. Executive Officer Update**

### **Farmers Market:**

- Need to source new stallholders.
- Have had a number of stallholders pull out for various reasons.

### **Website Update:**

- Stage 1 is up and running. Still work to be done.
- In March a mail-out will be sent out to businesses.
- We are receiving reports. A simplified report will be presented to the Marketing Sub-Committee.
- Look at an advertising campaign to launch the website to customers.

### **CGM Networking Session:**

- GPAC are willing to host a session, including a backstage tour.
- Tentative date set for Wednesday 22<sup>nd</sup> April.

### **Geelong Community Bushfire Appeal:**

- To be held on Friday 27<sup>th</sup> February in Little Malop Central from 11am to 2pm.
- Organised in conjunction with Police, by request from Code One lead singer.
- Code One Police Band, Police Pipe Band and The Rustys will be playing.
- Attendance by Geelong Supercats.
- Sausage Sizzle with gold coin donation.
- Looking for donations from businesses for a raffle.
- Looking at cash donations towards the sausage sizzle costs.
- CGM, Vic Police, CJ Keane & Bay FM are on board.

### **Action:**

- Approach the Geelong Football Club to support Geelong Community Bushfire Appeal.

### **Staffing Update:**

- Emma Clark finishing on the 13<sup>th</sup> March, 2009.
- Jodie Smith – Reyntjes starts back on 6<sup>th</sup> March, 2009.
- Assistant Executive Officer position advertised shortly.

### **School Holiday Program:**

- Program is being designed and currently looking for activity providers.
- Grants program to be established to help Central Geelong businesses provide free activities for school holidays.

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

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

## **12. Confidential matters**

- Nil confidential matters

### **Section D – For information**

## **13. Gen Hindman – CoGG.** Friday night parking promotion with Civic Car Park

- GPAC approached CoGG to open Civic Car Park for theatre nights, 12 months ago.
- Parking promotion is under trial.
- Complimentary passes have been well received from businesses. Incentives such as buy a meal receive free parking.
- Staff work on Friday until 9pm, then a Guard on duty. The guard's role is to greet and escort people back to their car.
- Recommend closing at 6.15pm on a Wednesday.
- Budget allocation for guard 9pm-12 midnight around \$7,000.
- No interest from GPAC in funding the continuing opening of Civic Car Park.

**Proposal from Gen:**

- Trial is coming to an end and a report is being presented to council as to how to proceed.
- Is CGM interested in paying for the guard on Friday night to ensure the continued opening of the Civic Car Park. Could be advertised to Central Geelong businesses.
- Potential use of blank grey wall in the car park for advertising.

**Discussion:**

- We will be perceived as sponsoring parking in one location for people.
- No need to be involved.
- A lot of money (\$7,000) for parking in one area.

**Action:**

- Not to support this parking promotion, as it could be perceived as supporting free parking in one area of Central Geelong.
- Emma to contact Gen Hindman with CGM decision.

**12. General Business**

- Certificate and present for Cr John Mitchell. Emma to organise a time to present Cr Mitchell with gift.
- Presentation of certificate and present to Sharon Guest-Wallace.
- Presentation of certificate and present to Emma Clark.
- Business Events Geelong have produced a Delegates Card to be given to all conference attendees. Tourism Geelong will provide feedback on use of card.

**13. 9.05am: Meeting closed**

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

**Action List – January 2009**

<b>Action</b>	<b>Who</b>	<b>Date for completion</b>	<b>Completed</b>
Send evaluations out to all committee members.	Emma Clark	6/3/09	
Approach the Geelong Football Club to support Geelong Community Bushfire Appeal.	Emma Clark	20/2/09	
Emma to contact Gen Hindman with CGM decision regarding CGM paying for opening of Civic Car Park on Friday Nights.	Emma Clark	20/2/09	