

MINUTES

7:30am, Tuesday 17th March, 2009
Central Geelong Marketing Committee
Meeting to be held at
CGM Offices, 17 Gheringhap Street, Central Geelong

Section A – Procedural Matters

1. Welcome/Apologies

Present:

Mark Davis (chair)	Cr Barbara Abley	Myra Chamberlain
Mark Giles	Don Hough	Sandy Kelly-Burton
Colin Kosky	Simon Parrott	John Sisley
Kim Tobin	Belinda O’Keeffe	Katie Toulmin (minutes)

Apologies:

Annette Cotter	Richard Mills
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Mark Davis announced that Belinda O’Keeffe has been successfully appointed as the Assistant Executive Officer to Central Geelong Marketing. The committee congratulated Belinda on her appointment.

2. Declarations of Interests

Nil.

3. Acceptance of previous minutes

Moved Simon Parrot and Mark Giles seconded that the minutes dated 17th February 2009, are a true and accurate record.

4. Matters arising from previous minutes

- Review of Action list – February 2008.

Project evaluations will be distributed to Committee when the final economic benefit from the Christmas promotion is determined. This will be done in the week commencing 23 March 2009.

5. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 3rd March, 2009

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

No members of the public were present.

Section B - Reports

7. Finance Report

- Report for February 2009 – Tabled.
- Further clarification regarding reporting of the marketing and promotion expenditure was requested. Executive team to meet with Mark Davis and Don Hough to discuss.

Action:

- Executive team to meet with Mark and Don to discuss the Finance Report.

8. Strategic/Activity Planning Update

- Selection of dates for planning workshops.

Discussion:

- Jodie is currently working to select a suitable facilitator for the workshops and is reviewing credentials and proposals.
- Committee agreed to start workshops at 4.30pm.

- Meeting dates to be scheduled around School Holidays.
- Possibly hold a day in the first week and last week of April.

Action:

- Committee members to email Belinda the dates in April that they are available.

9. Executive Officer Update

Replacement of strip retail/ business representative:

- Committee to determine whether to replace the position now or to wait until other committee positions expire.
- Advice was sought from COGG governance to confirm that this is a suitable procedure and that the local government act allows this to occur if a councillor resigns within six months of an election.

Decision:

- To avoid confusion and expense wait until June to start the election process for the vacant strip retail/business representative position, when other committee positions expire. **All in favour.**

Action:

- Jodie to advise COGG Governance that the Committee has decided to wait until June to commence the election process to appoint the new Strip Retail Representative.

School Holiday Program:

- A copy of the Fun Guide was distributed at the meeting.
- Fun Guides will go out in Wednesday's mail. There are 3,200 kids registered on the database.
- There are 27 sessions of free activities and 18 sessions of paid activities available to families.
- Online surveys will be sent to all people registered on the database.

Professional Development and Training workshops:

- Jodie has met with reps from Tourism Geelong and The Bellarine and confirmed CGM's involvement in the 2009 program.
- Payments will be spread over the two financial years.
- Information regarding the first workshop has been included in a mail out with the newsletter, distributed via email and uploaded to the website.

Website

- Website to be launched in April.
- Some categories need to be added as do more photos and text. The website will not be launched to businesses until all information is correct.

Internship:

- We have been approached by the Deakin University Internship Program to host a 3rd year marketing and business student for this semester. There will be 100 contact hours and the student will assist us in finalising the website.
- Deakin would like to discuss with us hosting a student on an ongoing basis.

Evaluation Summaries

- Will be distributed to committee members when the final economic benefit from the Christmas promotion is determined. This will be done in the week commencing 23rd March 2009.

Action:

- Distribute summaries to committee members when final economic benefit from Christmas promotion is determined.

March Farmers Market:

- 26 stallholders attended, one didn't show up.

- A wet market was called but only 4 stallholders left because their stock was getting ruined.
- The gluten free product stallholder was approached at the market to provide bread to St John of God hospital.

Action:

- Shelley to get a testimonial from the Gluten Free Bakery about the St John of God contract.

Section C – Confidential Matters

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

10. Confidential matters

- Nil confidential matters.

Section D – For information

11. David Hannah – CoGG Manager, Engineering Services

David Hannah attended the meeting and provided a briefing to the Committee about the Central Geelong bus interchange.

- The Moorabool Street option will have buses staggered on each side of the road.
- Council are hoping the bus stop will help to activate the street and create more pedestrian traffic.
- The bus stop will feature, high standard facilities and shop fronts will not be blocked by service users.
- The project will commence in the 2009 – 2010 financial year.
- Engineering Services are keeping businesses in Moorabool St up to date with information.
- At peak times there will be approximately 25 buses an hour.
- Committee members were encouraged by Cr Abley to contact Richard Sloane directly if they want any further information or to provide any feedback to DOT.

Action:

- Jodie to request a schedule of works from Richard Sloane.

12. General Business

- Support for Conference Centre in Central Geelong:

Action:

- To invite Stephen Wright or Roger Grant to provide an update on this project at the next committee meeting.
- **Briefings by Council Officers about projects:** Cr Abley advised that she is happy to organise for Council Officers to brief the committee on projects of interest.
 - Committee would like to be briefed about the Arts and Culture Precinct in two months time.
- **Farmers Market Grant:** Committee would like information about the conditions of the Expansion Grant.

Action:

- Add agenda item Farmers Market Grant Conditions to the next full committee meeting agenda.

13. Meeting closed

Next Meeting scheduled for Tuesday 21st April, 2009, 7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong.

Action List – March 2009

Action	Who by	Date by	Complete
To meet with Mark and Don to discuss the Finance Report.	Executive Team	21/4/09	
Committee members to email Belinda dates that they are available to attend Strategic Planning Sessions in April.	Committee	23/3/09	
To advise COGG Governance that the Committee has decided to wait until June to commence the election process to appoint the new Strip Retail Representative.	Jodie Smith-Reyntjes	21/4/09	
Evaluation summaries to be distributed all committee members	Jodie Smith-Reyntjes	27/3/09	
To get a testimonial from the Gluten Free Bakery about the St John of God contract.	Shelley McKiernan	21/4/09	
To request a schedule of works from Richard Sloane.	Jodie Smith-Reyntjes	21/4/09	
Invite Steven Wright or Roger Grant to next meeting to brief committee on conference centre.	Jodie Smith-Reyntjes	21/4/09	
Add an agenda item for Farmers Market Grant Conditions to the April meeting.	Jodie Smith-Reyntjes	21/4/09	