

AGENDA

7:30am, Tuesday 18th November, 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: Mark Davis, Kim Tobin, Mark Giles, Belinda O’Keeffe, Emma Clark, Katie Toulmin, Myra Chamberlain, Simon Parrott, Don Hough, Dale , Cr John Mitchell.

Apologises: Colin Kosky, Sandy Kelly-Burton.

2. Declarations of Interests

Nil

3. Acceptance of previous minutes

Moved Mark Giles and seconded Myra Chamberlain that the minutes dated 21st October 2008, are a true and accurate record.

4. Matters arising from previous minutes

- Review of Action list – October 2008
All actioned.

5. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 11th November, 2008
- Evaluation Sub-Committee meeting held 13th November, 2008

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

- Question regarding the rebranding of the Park & Ride buses.

Section B - Reports

7. Finance Report

- Report for October 2008 - Tabled.

Income from Farmers Market slightly reduced because of Stallholders payments are on a three monthly basis.

Marketing & Promotions were over the budget due to busy time of season (Christmas, Sidewalk Sales etc).

Aim to catch up on expenditure in the next few months.

Xmas windows should bring in people to spend more in Geelong.

Discussion:

Special rate scheme.

Westfield has been rated and sent their invoice.

The special rate is fixed and departments are only entitled to a certain amount of money a year.

Westfield have already reached their cap.

Money from Westfield will now be held though COGG. It will be reduced for all stakeholders.

CPI only for 5 years.

Rate should change in 2011 for next term.

8. Executive Officer Update

Discover More in Central Geelong Campaign

- Last weeks ad in meeting brief pack.
- 2 more pages left. Last page will be published on December 12, 2008.

Farmers Market - November

- 30 Stallholders attended the market.
- Numbers were down due to cold weather.
- Pedestrian Counts & surveys were conducted at this market. Awaiting reports to be collated. Results will be distributed at next meeting.

Website Update

- Stage 1 is up and running.
- Database is being worked on and should be complete in the next couple of weeks.
- Receiving hit reports to be given to Marketing Sub-Committee.
- Still more to be completed on the website before finalised.

Christmas Networking Event

- Event on Wednesday 26th November at The Carousel.
- Launching all our Christmas Activities.
- 2 Magic Meter Elves to be attending.
- Running sheet to be distributed once complete.

Sidewalk Sales

- Day was a success.
- Initial reports and figures for the day were good.
- Awaiting on Pedestrian Count report, and evaluation will be complete.

Christmas Activities & Gala Day

- Windows will be installed from Wednesday 19th November.
- Launch held on Saturday 22nd November at 10am, before Gala Day Parade commences.
- Magic Meter Elves will be in attendance at window launch, will also be in the Gala Day Parade & at the Family Fun Day.
- Elves to distribute chocolates and balloons at Family Fun Day.
- Brochure is currently being developed.

ICTC

- Geelong is the host of the 2009 ICTC conference.
- Tourism Geelong & COGG Events with help with organisation.

Meeting Packs

- Comments regarding the letter from the Geelong Show Competition Winners daughter.
- 2 Newspaper articles in Geelong Advertiser regarding Sidewalk Sales & Ambassadors.

Summer in the City

- Branding for the Park & Ride buses.
- Advertising of all air-conditioned venues around Central Geelong during Summer.

Tourism Geelong

- Meeting to discuss how to work better together with all groups (tourism geelong, got etc)

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

- Nil general business

11. 8.10am: Meeting closed

Next Meeting scheduled for Tuesday 16th December, 2008, 7:30am – 8.30am Sheraton Hotel.