

MINUTES

7:30am, Tuesday 21st October, 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 (Chair), Sharon Guest Wallace, Don Hough, John Sisley, Sandy Kelly-Burton, Colin Kosky, Mark Giles, Cr John Mitchell, Myra Chamberlain, Annette Cotter, Richard Mills, Emma Clark, Belinda O’Keeffe (Minutes), Katie Toulmin

Apologies: Simon Parrott, Kim Tobin

2. Declarations of Interests

Nil

3. Acceptance of previous minutes

Moved John Sisley and seconded Annette Cotter that the minutes dated 16th September 2008, are a true and accurate record.

4. Matters arising from previous minutes

- Review of Action list – September 2008
All actioned

5. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 7th October, 2008
- Communication Sub-Committee to be held on a as needed basis.

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

Section B - Reports

7. Finance Report

- Report for September 2008 – Tabled
Income from Farmers Market slightly down because of payment on a three monthly basis.
Update report to include actual budget (Target Budget).
- Quarterly report for July – September 2008 – Tabled

8. Business Excellence Awards

Brief in Pack – Emma reviewed the brief.

Discussion:

Will continue to encourage businesses to participate in the awards if it doesn’t go ahead. Concerned that businesses get moved into categories if the categories aren’t full. A lot of money for the amount of businesses involved. Need to write to The Communicators to express our concerns about the mistakes that were made with the correct use of our name. Large amount of money for 1% of the stakeholders who get benefit.

Mark Giles moved and John Sisley seconded that we don’t continue with our sponsorship of the awards and express that we would be happy to support the awards by hosting sessions and providing info to businesses.

9. Central Geelong Benefits Card

Brief in Pack

Tourism Geelong – Need more information, want to know the issues of the previous privilege card. Concerned about the format of the Z card and who gets the coupons.

Tracking hasn't been done effectively in the past. How many will be distributed locally after conferences. Need to clearly identify how it will be evaluated. Concerned that people won't use the website to provide feedback.

Westfield and Village cards are very targeted and cost effective because the offers are via website and email, not printed.

AC concerned about the timeline and the ability to get unique offers.

CBD benefits card driven by CGM. Maybe need 2 different cards, targeted at 2 different groups, tourists and locals/workers.

Decision:

To go back and do more research.

10. Arts in the Park 2009

Brief in meeting pack

Discussion: Suggestion to have it during Masters Games because of the number of people in CG at the time. Helped get an event up and someone else is taking it over so we should support it. Should be competing with the other events because of the number of people they attract.

Decision:

Moved Annette Cotter & John Sisley to provide up to \$5000 towards night market and not run Arts in the Park 2009. Also investigate Partnership with Poppykettle in late March

11. Executive Officer Update

Discover More in Central Geelong Campaign

- Ads booked until December 12.

Farmers Market

- Good market this month. Celebrated our 5th birthday with the Mayor coming to cut the cake with Mark Davis and long term stallholder. Stallholder numbers were down, due to Birregurra Festival and a number of them being at this festival instead. Visitor numbers were good. No trouble at this market

Website Update

- Stage 1 is going on line on Friday. We will then work through the bugs over the next couple of weeks.

Christmas Networking Event

- Booked for Wednesday 26th November at The Carousel, 6pm. Will launch all our Christmas Activities

Sidewalk Sales

- Form Guide being printed, and will be distributed late next week. Posters have been printed and will be distributed this week, with balloons and streamers.

Christmas Activities

- All underway. Won't be doing stickers this year as the new parking meters have fluted sides and we can't put stickers on them. It would then mean that the stickers are pretty hit and miss around the city, and it won't have a big impact.

ICTC Conference

- Geelong is the host of the 2009 ICTC Conference. 350-400 people will assemble in Geelong for this conference in late October 2009. There is a chance for us to show off our city and also attend the conference to learn what other cities are doing, and network with other cities.

Resource Recovery Framework

- Barwon Regional Waste Management Group has launched a \$50,000 study to further reduce waste going into landfill and increase recycling and reuse of waste materials within Central Geelong. CGM are involved with this project. From the study a framework will be provided that will show businesses how they can maximise their waste and reduce their waste costs.

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. General Business

Vagrants in Central Geelong what can be done about it.

Launch of Masters Games – What can we do to take advantage of this event. Teams in CGM uniforms. Marketing Sub Committee to discuss.

Cycling in October 2010 will be the biggest event in Central Geelong. Need to think about this as well.

14. Meeting closed

8.55am

Next Meeting scheduled for Tuesday 18th November, 2008, 7:30am at CGM offices at Busport, 17 Gheringhap Street, Central Geelong.

Action List – October 2008

Action	Who	Date for completion	Completed
Contact The Communicators regarding sponsorship of the Business Excellence Awards	Emma Clark	21/10/08	
Contact GOT regarding the Benefits Card	Emma Clark	21/10/08	
Contact Arts & Culture Department regarding Christmas Arts Market and possible sponsorship	Emma Clark	21/10/08	
Contact GPAC about partnership with Poppykettle Festival in late March	Emma Clark	21/10/08	
Marketing Sub-Committee to discuss how to leverage off the Masters Games	Emma Clark	11/11/08	