

Minutes

7:30am, Tuesday 16th September, 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), Annette Cotter, Mark Giles, Simon Parrott, John Sisley, Kim Tobin, Myra Chamberlain, Sandy Kelly-Burton, Emma Clark, Belinda O’Keeffe (minutes)

Apologies: Colin Kosky, Cr John Mitchell, Richard Mills, Sharon Guest Wallace, Don Hough

2. Declarations of Interests

No declarations were made.

3. Acceptance of previous minutes

Moved John Sisley seconded Sandy Kelly-Burton that the minutes dated 19/8/08 are a true and accurate record.

4. Matters arising from previous minutes

Action:

- Committee to discuss the suggestion of a Designers Market at the next marketing sub-committee meeting.

5. Sub Committee Minutes (Taken as read):

- Communication Sub-Committee meeting not held, quorum not reached. Discussion about the future of this sub-committee to be discussed in General Business.
- Marketing Sub-Committee meeting held 2/9/08.

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

- NIL.

Section B - Reports

7. Finance Report

- Report for August 2008 tabled.

8. Christmas in Central Geelong Brief

Brief in meeting pack.

Discussion

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

- Pole stickers need to be bigger so they stand out more.
- Need stickers in CG as well.
- Need to look at the new size of parking meters.
- Install the stickers in laneways as well.
- Look at including a visual merchandise pack next year.
- Suggestion not to produce a brochure because of the number of catalogues and advertising at this time of year but instead print the information in City News.

Decision:

- Moved John Sisley and seconded Simon Parrott that the committee supports the Christmas in Central Geelong project. All in favour. **Carried**

9. Magic Meter Elves Brief

Brief in meeting pack.

Discussion:

- Elves can be used during the Christmas Promotion as well, surveying people at Christmas windows and promoting Central Geelong Christmas Activities.

Decision:

- Moved Mark Giles and seconded Simon Parrott that the committee support the Magic Meter Elf promotion. All in favour. **Carried.**

10. Geelong Show Brief

Brief in meeting pack.

Discussion:

- After surveying stallholders at the Farmers Market it was found that they weren't very enthusiastic about the Food Lovers Show Bag but were more interested in attending the show to promote and provide tastings of their product.

11. Seniors Week Circuit Bus Brief

Brief in meeting pack.

Discussion:

- Most interest in the bus tour has come from Melbourne People. We may have to put another bus on because of demand.

12. Executive Officer Update

School Holiday Program – There has been a very good response from businesses to get involved. A small amount of feedback from the general public because it now involves paid activities. Very good Editorial coverage has been received in all local papers.

Farmers Market – Will be discussed in General Business.

Website – Is almost ready. Advertising promoting the new website will be run in local media.

Networking Function – Only 14 RSVP's have been received so far. Committee agreed to cancel the function.

Action:

Emma to contact people who have RSVP's and advise them the function has been cancelled.

Doulos – Is now in port at Cunningham Pier.

Grand Final Night – There may be some road closures of streets if Geelong wins.

Action:

Emma to find out further information about road closures for Myra.

Grand Final Parade – a plan is in place if Geelong wins the Grand Final. There is a possibility that the Central Geelong Ambassadors can hand out special offers in Johnstone Park. Road closures will be in place from 6am – 12pm.

Section C– Confidential Matters

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

13. Confidential matters

- Nil confidential matters

Section D – For information

14. General Business

Central Geelong Farmers Market – Discussion about 2 incidents that occurred at the September Farmers Market.

Action:

- Emma to draft a letter to the Geelong Police on behalf of the Committee asking that they provide a foot patrol from 12pm every market to assist with dealing with antisocial behaviour during the closing stages of the market.
- Emma to contact Renate from Manzanillo Grove to advise here she has been suspended from the market for three months because she left the market on Saturday without providing proper identification to the stallholder she backed into.

Communication Sub-Committee – Continuation of sub-committee - Committee agreed that the issues faced at the beginning of the financial year have been addressed. Communication issues can now be absorbed into the Marketing Sub-Committee.

Emails Requiring a Response

Action:

- Executive staff to include “response required” in the subject line of emails when a response is required.

15. 9.10am: Meeting closed

Next Meeting scheduled for Tuesday 21st October 2008, 7:30am at CGM offices at Busport, 17 Gheringhap Street, Central Geelong.

Action List – September 2008

Action	Who	Date for completion	Completed
To discuss the suggestion of a designers market at the next marketing sub-committee meeting.	Marketing Sub-Committee	7/10/08	
To contact people who have RSVP for the Networking Function and advise them the function has been cancelled.	Emma Clark	16/9/08	Yes
To find out further information about Grand Final night road closures for Myra.	Emma Clark	26/9/08	Yes
To draft a letter to the Geelong Police on behalf of the Committee asking that they provide a foot patrol from 12pm every market to assist with dealing with antisocial behaviour during the closing stages of the market.	Emma Clark	10/10/08	
To contact Renate Kint from Manzanillo Grove to advise her she has been suspended from the market for three months because she left the market on Saturday without providing proper identification to the stallholder she backed into.	Emma Clark	10/10/08	