



MINUTES

Tuesday 20 April 2010, 7.30am
Central Geelong Marketing Committee Meeting
held at CGM Offices, 17 Gheringhap Street, Geelong

Section A – Procedural Matters

1. Welcome/Apologies

Attendees:

| | | |
|----------------------|--------------------|------------------------|
| Mark Davis (Chair) | John Sisley | Don Hough |
| Monica Evans | Sandy Kelly-Burton | Kim Tobin |
| Myra Chamberlain | Mark Harrison | Kirsty Cramer |
| Jonathan Codman | | |
| Jodie Smith-Reyntjes | Julie Nardi | Wendy Spence (minutes) |

Apologies:

| | | |
|---------------|---------------|---------------|
| Richard Mills | Cr Barb Abley | Simon Parrott |
|---------------|---------------|---------------|

Public Gallery:

Nil

MD welcomed Jonathan Codman to the CGM Committee

2. Declarations of Interests

Nil.

3. Acceptance of previous minutes

- Full Committee meeting held 16 March 2010 – Moved JS, seconded MC

4. Matters arising from previous minutes

- Review of Action list – March 2010 – All actioned

5. Question time – opportunity for questions from public gallery – Nil

Section B - Reports

6. Finance Report

- JSR outlined Finance Report for Quarter ending March 2010
- Questions about finance report, speak to JSR, MD or DH

7. Briefs for Consideration

Request for Support – G21 Marketing Alliance:

- JSR outlined brief
- KC advised she thought the book and insert may get lost in UCI.
- MD advised that the book could be a good giveaway for UCI visitors
- ME did not have a problem with this concept during UCI, but added if we were not involved our stakeholders may have questions about “why not”
- **Decision: Support both Proposals 1 scenario A & Proposal 2, Moved ME - Seconded MH, - All in favour**

Request for Support – Park & Ride / Central Geelong Shuttle / Night Bus 2010-11

- JSR outlined brief
- **Discussion relating to Central Geelong Shuttle:** Route of the Central Geelong Shuttle, and why it is not coming up to top end of town; CGM input into route; CGM branded bus for previous services, use of service previously above Ryrie St; route length and loop waiting time; impact on new bus interchange,.
- **Discussion relating to Park & Ride:** capacity of park and ride service; ways to increase use of service by workers; time of park and ride services to accommodate part time workers more; use of Kardinia Park & Ride.
- **Discussion of Night Bus:** Cost of delivering service; use of service and feedback from users; CGM support during trial in-kind only; benefit to businesses from clearing people from streets at that time of night; other sources of funding
- **Decision:**
 - Park & Ride** – Support Request for \$15.5k for 2010/2011– Moved JS – Seconded KC – All in favour
 - CG Shuttle** – Support Request for \$15.5k for 2010/2011– Moved KT – Seconded DH – All in favour
 - Night Bus** – Support Request for financial support in 2010/2011 with offer of \$3500 cash and \$3500 of in-kind support – Moved DH - Seconded MT - All in favour

8. Special Rate – Beyond June 2011

- CGM Committee needs to make request to Council to consider the continuation of the special rate.
- Committee members considered three potential options for funding for a new special rate: **Option 1** – stay at same rate with CPI increases; **Option 2** – Request an additional \$200K in year one to provide extra activities, **Option 3** – staggered increases over life of rate to deliver new projects in specific years)
- Consideration needs to be given at the impact of increases and CGMC would need to be able to demonstrate the increased benefits that any increase in rate would bring.
- Current timelines could have council considering the special rate in August 2010.
- **Decision** – Request that Council consider Option 3 which includes staggered increases over the life of the special rate for delivery of specific additional activities– Moved KC – Seconded MH – All in favour.

9. Executive Officer Update

- **Consolidated advertising** – JSR showed current suite of consolidated ads.
- **Autumn School Holiday Program** – All feedback has been excellent. 6100 kids in activities, 97% surveyed specifically came to CG for activities, 66% surveyed spent more time in CG, spending an average of \$37.00. Over \$150k estimated economic benefit. Thanks to JN for her hard work in delivering a great program.
- **CGM / GOT Training Calendar** – Training calendar currently on website, and first programs in current newsletter. DL Training Calendar brochure will go out this week.
- **CGM Committee Elections** – Three Strip Retail / Business Operator positions & arts rep will be up for election for 2010-2011. Election process to commence shortly.
- **Central Focus Newsletter** – Sent out electronically and hard copy last week.
- **May Magic** – This will now be held in last week of May, and be launched at the Networking Event on 19 May. Committee members requested to attend networking event
- **Farmers Market** – We are entering CGFM in Business Excellence Awards for 2010. There were less stalls at April market due to problems with a number of stallholders (Primesafe regulations, some taking break, etc). A CG business will have a commercial stall at May market.
- **CG Website** – Most unique visitors to website during March 2010.
- **UCI Business Readiness Kit** – First draft received and JSR will provide feedback from a CGM perspective. Looking at Barista training to assist with quality / numbers of visitors. Planning continuing for window theming project.

- **CGM Activities Planning Workshop** – Being held this Thursday 22/4/10 at multi purpose room upstairs at Courthouse Arts. If unable to attend, please fill in Key 3's sheet for consideration at workshop.
- **Blokes Day** – CGM supporting this event at Johnstone Park with two staff with giant games.

10. UCI Update

- Meeting of UCI and CoGG officials being held with CG business operators in Start/ Finish precinct on Wednesday 21/4/10 (where significant infrastructure will be going in front of their premises). JSR will attend

Section C– Confidential Matters

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

11. Confidential matters

- Nil confidential matters

Section D – For information

12. General Business

- Nil

13. Meeting closed – 9.05am

14. Next Meeting scheduled for Tuesday 18 May 2010

7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong

Action List – March 2010

| Action | Who by | Date by | Complete |
|---|-------------------|----------------|-----------------|
| Advise G21 of decision re Marketing Alliance proposals | JSR | 30 April 2010 | Y |
| Advise CG & WF unit of decision re Park & Ride/ Shuttle/ NightBus request for support | JSR | 23 April 2010 | Y |
| Commence planning process for council consideration of special rate 2011-2016 | JSR | 30 April 2010 | Y |
| Advise if able to attend networking event | Committee members | 17 May 2010 | |
| Fill in Key 3s sheet for Activities Planning Workshop | Committee members | 22 April 2010 | |