

## MINUTES

7:30am, Tuesday 19 August 2009  
Central Geelong Marketing Committee  
Meeting to be held at  
CGM Offices, 17 Gheringhap Street, Central Geelong

### Section A – Procedural Matters

#### 1. Welcome/Apologies

##### **Attendees:**

John Sisley (Acting Chair)	Cr Barbara Abley	Myra Chamberlain
Monica Evans	Mark Giles	Don Hough
Sandy Kelly-Burton	Richard Mills	Simon Parrott
Kim Tobin		
Belinda O'Keeffe	Jodie Smith-Reyntjes	Wendy Spence (minutes)

**Apologies:** Mark Davis, Mark Giles

**JS welcomed Wendy Spence as the new Administration Officer for Central Geelong Marketing.**

**JS advised CGMC winner of Mainstreet Award, well done and congratulations to all.**

#### 2. Declarations of Interests

Nil.

#### 3. Acceptance of previous minutes

Moved MC and DH seconded that the minutes dated 21 July 2009 are a true and accurate record.

#### 4. Matters arising from previous minutes

- Review of Action list – July 2009 – All actioned

#### 5. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 4 August 2009
- Evaluation Sub-Committee meeting held 21 July 2009

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

### Section B - Reports

#### 7. Finance Report - Report for July 2009 distributed to committee – tabled

- Monthly finance report – in format of previous years
- Expenditure vs Activity report in new format. JSR requested feedback from Committee members regarding amended format.
- JSR advised Expenditure vs Activity report is prepared for Committee and includes estimations on project delivery costs as requested by Committee.

## 8. Briefs for consideration

### **Magic Meter Elves 2009** (included in meeting pack)

- JSR presented brief for consideration.
- Main changes to 2007 are to employ eight Elves from 10.00am to 2.00pm (up from six in 2007), source CGM branded chocolate from local company, and costumes updated/repaired.

#### **Discussion:**

- General Support for MME.

#### **Decision:**

- SKB moved and SP seconded to support the MME brief as presented. All in favour. Carried.

### **Christmas in Central Geelong 2009** (included in meeting pack)

- JSR presented brief for consideration.
- Committee did not support Christmas Window component in its activity planning process. JSR advised discussions with Gordon for engaging students to decorate windows indicated needed to be part of curriculum in 2010.
- JSR provided outline of brief.
- Program includes Decal, Brochure/Postcard, Pole/Meter Decorations (re-use remaining 2007 stock), Roving Entertainers, Blokes Day Christmas Wrapping, Santa Morning Tea, Christmas activities at Farmers Market, Classic Christmas Movies (gold coin donation, min of three movies), Competition (in a Christmas themed window, requiring visitation to CG to view and enter.)
- All member of the Marketing Sub-Committee have supported the above concepts.

#### **Discussion:**

- AC suggested that the spend on Brochure/Postcard too much. Money better spent on press. SP suggested the decal could become a Christmas Greeting.
- SKB raised concern that \$8K spend on Decals & Pole/Meter Decorations may decorate CG but would it bring more people in.
- KT suggested inclusion of Shopping Centre activities on Decal/ brochure. Both SKB and AC support this. JSR advised this currently occurs for the School Holiday program.
- SKB suggested Christmas decisions should be made earlier in future years.

#### **Decision:**

Moved AC and seconded SP to support Christmas in Central Geelong brief as presented, with Executive team to reconsider best communication method for activities. All in favour. Carried.

#### **Action:**

- JSR to review communication methods to be used for this promotion and to report back to marketing sub-committee in September.

### **Central Geelong Sidewalk Sales 2009** (included in meeting pack)

- JSR presented Sidewalk Sales brief for consideration.
- First Tuesday in November no longer a public holiday in Ballarat which will require review of WIN TV advertising.
- JSR will review options of a wrap on local paper vs print of form guide and mail box drop for distribution of the form guide.
- Brief supported by Marketing Sub-Committee.

#### **Discussion:**

- AC questioned whether spending \$23K on a one day activity was worth it.
- KT said for many small traders it was definitely worth it as it is something everyone can participate in.
- AC advised Westfield always used this promotion as a good opportunity to check public liability for their tenants.
- JSR advised that guidelines for trading on the street may deter some small businesses from participating as they cannot meet the requirements due to staffing or logistics.

#### **Decision:**

- Moved by SP, and seconded by DH to support the Sidewalk Sales in 2009 as presented in the brief. All in favour. Carried.

## 9. 8.35am - 8:50am: Executive Officer Update

### Restaurant Food Promotion:

- This promotion was approved by Committee at its August meeting following the executive team reviewing support for concept with a sample of restaurants/ cafes in Central Geelong. 15 businesses had confirmed they would be involved prior to the Executive officer placing promotion on hold pending committee decision.
- On Thursday 13 August, CGM advised by restaurant operator that the Geelong Advertiser were planning their own promotion "Dine Out on Us", to commence on the same date, running for an 8 week period. GA required restaurants to pay a \$1500 buy in fee for advertising, and to discount meals by 50%.
- JSR advised neither CGM or Pace advertising were aware of GA promotion. CGM had advised GA sales rep via Central Focus newsletter at start of August.
- JSR advised CGM pursuing issue via Pace as media buyer to increase communication channels.
- Decision was made to put promotion on hold to save confusion with restaurant owners, as well as public.
- Discussions ensued about holding the promotion at an alternate time, perhaps October or beginning of Winter 2010.
- JSR advised that The Independent were very keen to participate in CGM Restaurant promotions in future.
- Consensus was to definitely go ahead at an alternate time. Perhaps target more café style businesses.
- **Action:** JSR will speak to Independent about October timeframe and report back to Marketing sub-committee at its September meeting.

### 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

- **School Holiday Program underway.**
- **Joint training program** - Marketing to your database – held at Deakin Waterfront Campus in August – 10 CG businesses RSVPd to that training session. Need to request to Tourism Geelong that they indicate all CG located businesses on their evaluation documents as any CG business who is also a Tourism Geelong member does not get acknowledged at this stage. Accessibility training scheduled for 25/8/09 has been cancelled due lack of interest. Next training workshop in September.
- **VicClue** - Census covering land use and employment underway.
- **Networking function** on 19/8/09 – NWM. Can committee members please advise if they are attending.
- **Vacancy** still available for Strip/Retail representative.
- **Mainstreet Awards** – 2009 Management Committee of the Year received by CGMC. A small get-together for committee members will be held to acknowledge this award will be held in September at a date to be advised.
- **Geelong Business Excellence Awards** – Finalist in four categories, but no awards.
- **Farmers Market**
  - Options for including food and coffee, surrounding cafes indicated they are OK with coffee and non-competing hot food to be trialled. All indicated they were unable to provide the coffee service themselves. Market Square were to contact Gloria Jeans, but if not interested, Committee agreed to allow Steampacket (current stallholder) to trial this for a two month period commencing September 2009. All in favour. .
  - Discussion about new or potential Farmers Markets cropping up in Newtown, East Geelong, Torquay, Port Produce and Drysdale.
- Farmers Market accreditation – requires support from stallholders. AC suggested that it could be a point of difference to other new markets starting up. SMK to continue to review accreditation issues.

- **Red Cross Blood Drive** – advertise through newsletter, have been offered a Community stall at Farmers Market.
- **Poppykettle Festival** – JSR advised that following request for more information regarding this event, GPAC have advised that the Poppykettle Festival will now be moved to October (over the Geelong Show period) and that the Family Fun Day on Saturday will be moved out of Johnstone Park and into GPAC and other venues. Committee members expressed concern regarding clash with Geelong Show and the impact that this clash will have on families ability to attend both events. Noted also that CGM having stand at Geelong Show and this will impact on staff availability for the Poppykettle Festival. Committee very concerned that the outdoor focus of the event on the Family Fun day has been lost and this has reduced the ability of the event to meet the reasons that CGM chose to support the event. Committee felt that the full sponsorship benefit would not be met with the amended date and location. JSR to advise GPAC of Committee concerns and advise that they do not feel that the amended event meets their requirements.  
**Action:** JSR to advise GPAC that \$5K already paid considered sufficient given changes to event. All in favour.
- **Website** – JSR advised Committee needs to establish guidelines for listing events and activities in Central Geelong. General agreement that should be only for activities in Central Geelong otherwise businesses may begin to promote their businesses that fall outside of Central Geelong. Maybe commercial events versus information events may be considered differently.  
**Action:** JSR to prepare draft guidelines for review and distribute to committee for comment.
- **Johnstone Park – Peace Memorial** – Cr Abley advised this memorial will be opened and staffed by volunteers on Sundays in future months. Details to be added when available to CGM calendar of events.

**13. 9.00am Meeting closed.**

**Next Meeting scheduled for Tuesday 15<sup>th</sup> September, 7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong.**

### Action List – August 2009

<b>Action</b>	<b>Who by</b>	<b>Date by</b>	<b>Complete</b>
Christmas in Central Geelong – Review communications methods	JSR	1/9/09	
Restaurant Food Promotion – Speak to Independent about October timeframe	JSR	1/9/09	
Poppykettle Festival – Advise GPAC of funding decision	JSR	15/9/09	
CGM Website – Prepare draft guidelines for review & distribute for comment	JSR	15/9/09	