

MINUTES

7:30am, Tuesday 21st July, 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:

Mark Davis (Chair)	Cr Barbara Abley	Myra Chamberlain
Monica Evans	Mark Giles	Don Hough
Sandy Kelly-Burton	Simon Parrott	John Sisley
Kim Tobin	Belinda O’Keeffe	Jodie Smith-Reyntjes
Katie Toulmin (minutes)		

Apologies: Annette Cotter

Not Present: Richard Mills

CGMC welcomed Monica Evans to the committee as the new VECCI Representative.

Election of CGMC Chair/ Deputy Chair/ Treasurer 2009-10:

- Mark Davis vacated the office of Chair for election of office bearer positions.
- JSR advised only one nomination received for the position of chair. Mark Davis was nominated by Kim Tobin and this nomination was seconded by John Sisley. JSR declared Mark Davis chair for 2009-2010.
- JSR handed Chair of the meeting back to Mark Davis.
- No nominations were received for the positions of Deputy Chair and Treasurer. Mark Davis requested volunteers for the position of Deputy Chair and Treasurer.
- John Sisley volunteered to continue as Deputy Chair. Mark Davis declared John Sisley deputy chair for 2009-2010.
- Don Hough volunteered to continue as Treasurer. Mark Davis declared Don Hough as Treasurer for 2009-2010.

2. Declarations of Interests

Nil.

3. Acceptance of previous minutes

Moved Mark Giles and Sandy Kelly-Burton seconded that the minutes dated 16th June 2009 are a true and accurate record.

4. Matters arising from previous minutes

- Review of Action list – June 2009 – All actioned

5. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 7th July, 2009
- Evaluation Sub-Committee meeting held 16th June, 2009

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

Section B - Reports

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

- Finance Summary report for end June 2009 distributed to committee.
- EOFY position confirmed by COGG finance.
- Q4 Expenditure vs. Activity Plan 2008-2009 distributed to committee.

2009-2010 Activity Plan by Expenditure budget– distributed to all committee - tabled

- Included in the plan are project management and delivery costs for each activity within the 2009-2010 activity plan to provide a more accurate reflection of staff time spent on projects.

Action:

- JSR to email a colour copy of the Activity Plan Expenditure.

8. Briefs for consideration

Consolidated Advertising Strategy 2009-2010 – included in meeting pack.

- JSR presented brief for consideration including additional information regarding objectives of the consolidated advertising program.

Discussion:

- Support for strategy to highlight the brand strengths of Central Geelong.
- Need to consider options for evaluation of the consolidated campaign via the evaluation sub-committee.
- Support for strategy to increase awareness of CG and the activities of CGM to stakeholders.

Decision:

- John Sisley moved and Sandy Kelly Burton seconded. All in favour. Carried.

Action:

- JSR to implement consolidated advertising strategy.
- Evaluation of the consolidated advertising strategy to be included as part of evaluation activities.

QVM Night Markets 2010

- JSR presented the request for support brief to Committee.
- Request of \$7,500 financial support plus in-kind support.
- Four markets to run on Friday nights in January 2009.
- QVM aim to double the stallholders to 90.
- 12,000 attended the 2009 QVM night markets
- CGM is looking to have a presence at the markets with a stall etc.
- Marketing Sub-Committee agreed to support the QVM Night Markets.

Discussion:

- MD suggested having an agreed set percentage of stallholders that are to be sourced from CG. Other committee members felt that setting a number on stallholders could cause too many issues and QVM may not be able to fill the set quota or would meet quota and not seek more.
- KT supported more variety for the market including food and art stalls.
- Expression of interest to be sent out to all businesses in Central Geelong via the Central Focus and that there is plenty of stakeholders have plenty of lead time before the markets commence.
- BOK mentioned that some stallholders would not commit to all 4 markets therefore missed out on attending the 2009 markets. Now that market success has been proven there may be more interest from Central Geelong businesses.
- KT suggested creating a show bag with info about a selection of businesses around CG for the public to visit after the market or prior (or even later in the week). Alternative suggestion of a CGM marquee and interested businesses can provide 50 brochures that can be displayed.

Decision:

Moved Mark Giles and seconded Simon Parrott. All in favour. Carried.

Action:

- JSR to advise QVM of support and requirements for marquee at market.
- JSR to include call for stallholders in Central Focus newsletter to encourage increased participation by CG businesses.

Restaurant/ Food Promotion – Activity brief included in meeting pack

- JSR presented Restaurant/Food Promotion Activity brief for consideration.
- Media reports that there is a plight on a number of local restaurants and cafes in CG.
- CGM identified a need to service the restaurant/food sector in its activities plan for 2009-2010.
- Aim to hold Restaurant Week for an 11 days period in early September 2009.

- 20 businesses were contacted in regards to participation in the event with 7 immediate yes, 5 needing more information but were interested in concept and 8 owners to call CGM back as they were not available.
- Businesses are to select a price point per person for the menu i.e. \$30 per head.
- Promo will be measured through the number of participating businesses, number of attendees, downloads on on-line directories, stakeholders perception surveys etc.
- A media partner for the promotion would be sought.

Discussion:

- KT suggested holding a 'waiter's race' down at the waterfront to promote the promo.
- SP mentioned that a majority of restaurants are already promoting/selling a 2 course meal with wine so they are already doing this and would be able to participate.
- KT suggested holding the event for a month however JSR noted that this would increase the cost of advertising and also could clash with the SHP and football finals.
- SP suggested that all participating venues could offer a prize i.e. free dinner/lunch meal and all customers who visit a participating venue are to put a business card in a competition box. At the end of the promotion the winner will be drawn and will receive a collection of meal offers from an array of businesses.
- KT noted we should not be allocating certain days and timeframes for offers etc.
- JSR advised that days of participation would be at the businesses discretion – could exclude specific days or times and this would be noted in their offer that it excludes weekends and public holidays.
- MG suggested a cuisine type should be mentioned in the print. I.e. Indian, Chinese etc.

Decision:

- Moved Don Hough and Mark Giles seconded. All in favour. Carried.

Action:

- JSR to provide further details to restaurants with confirmed dates and ensure minimum number of participants met before project continues.

10. 8.35am - 8:50am: Executive Officer Update

School Holiday Program:

- Winter 2009 Program complete.
- Electronic survey is currently open via the website and a link was sent to all SHP registers.
- 2008-2009 evaluation shows an additional 1000 children participated this year and the estimated economic benefit has increased to \$154k p.a.
- Spring SHP planning is now underway.

Professional Development & Training Workshops:

- Information regarding the 27th July 2009 has been included in the monthly newsletter, distributed via email and uploaded to the website.
- Currently investigating opportunities for new innovative training for businesses to be considered in 2009-2010.
- The B2B sector was a priority for training in the strategic planning sessions.
- Working with web designers on a potential B2B forum via the website.

Website:

- All businesses have received a Business Information Kit for the website.
- The kit includes a user name and password, decal for window, information on updating the site and info sheet on uploading specials.
- Special offers page is complete and available for upload. JSR urged committee members to promote the special offers page to businesses.
- Will use Geelong Shopper for launch to general public when sufficient special offers are available.

Networking Events:

- Held on the Wednesday 19th August from 6pm at NWM as part of the launch of the Eaten Alive – The World of Predators Exhibition.
- Invitation is currently in development.
- A series of dates will be determined via the Sub-committee for 2009-2010 to be widely distributed once decided.

Committee Member Representation

- Seeking a professional business representative for the strip retail/business operator position on the committee.
- No eligible nominations have been received via call for nominations, committee can co-op someone to this position.
- Committee to provide details of people who may be suitable ASAP.

Mainstreet Awards:

- Submissions for Mainstreet Awards 2009 have been made. Award winners will be announced on Thursday 23rd July 2009.

Business Excellence Awards:

- Business excellence awards to be announced on the Wednesday 22nd July 2009.

Administration Officer Position:

- Interviews for 0.5 EFT for Administration Officer will be conducted this Friday.
- Commencement date to start in August 2009.

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

- CGM Committee Member Contact Details distributed.
- Sandy Kelly-Burton requesting information about the Moorabool St bus interchange. Barb Abley to seek additional information for SKB.

13. 9.00am Meeting closed.

Next Meeting scheduled for Tuesday 18th August, 7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong.

Action List – July 2009

Action	Who by	Date by	Complete
Email a colour copy of the Activity Plan Expenditure.	JSR	18/8/09	
JSR to implement consolidated advertising strategy.	JSR	18/8/09	
Evaluation of the consolidated advertising strategy to be included as part of evaluation activities.	JSR	18/8/09	
JSR to advise QVM of support and requirements for marquee at market.	JSR	18/8/09	
JSR to include call for stallholders in Central Focus newsletter to encourage increased participation by CG businesses.	JSR	18/8/09	

JSR to provide further details to restaurants with confirmed dates and ensure minimum number of participants met before project continues.	JSR	18/8/09	
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