



MINUTES

Tuesday 15 June 2010, 7.30am
Central Geelong Marketing Committee Meeting
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	Jonathan Codman
Kim Tobin	Myra Topic	Richard Mills
Mark Harrison		
Jodie Smith-Reyntjes	Julie Nardi	Wendy Spence (minutes)

Apologies:

Cr Barb Abley	Simon Parrott	Kirsty Cramer
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Public Gallery:

Nil

2. Declarations of Interests

Nil.

3. Acceptance of previous minutes

- Full Committee meeting held 18 May 2010. Moved MH, seconded. All in favour.
- Marketing Sub-Committee Meeting held 1 June 2010 – Taken as read

4. Matters arising from previous minutes

- All items actioned

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

Section B - Reports

6. Finance Report

- JSR presented Finance Summary for May 2010
- All appears to be tracking well, and expect to carry over a small amount for UCI into the next financial year.
- Contact JSR if you have any queries with finance report.

7. Briefs for Consideration: QVM Night Markets – Request for Support:

- JSR outlined details of brief for consideration.
- General committee discussion included: excellent event deserving continued support; good value for money for CGM given exposure, marquee at events, logo placement and brand recognition; concern at the doubling of previous sponsorship amounts.
- SKB advised the \$15K contribution was good as we got good returns, and encouraged people to visit CG not necessarily on the night, but at later stage.
- MT asked how many stalls will be at 2011 markets, and JSR advised will be in vicinity of 80+ as per the 2010 event.

- JS asked what percentage of visitors to 2010 markets were from Melbourne postcodes, JSR advised majority of event local residents with 27% from 3216...
- **Decision: Negotiate with QVM to contribute up to \$15,000 to 2011 Night Markets, Moved JS - Seconded DH - All in favour.**
- Action: JSR to negotiate sponsorship with QVM for 2011 season.

8. Draft CGM Activities Plan 2010-2011

- JSR presented the second draft Annual Activities Plan 2010-2011.
- Feedback from Committee members received including the high number of activities and impact on staffing and budget. JSR advised some activities support, promotion and investigation only.
- JSR advised that all activities should be able to be delivered in the financial year.
- MD commented the proposed plan provides a broad range of activities demonstrating the role and impact of CGM for Central Geelong businesses.
- MD expressed thanks to the CGM Executive Team and Committee Members for their assistance in putting plan together.
- **Decision: Adopt CGM Activities Plan for 2010-2011, Moved MT – Seconded KT – All in Favour.**
- Action – JSR to have approved Activities Plan 2010-2011 artwork prepared for printing and distribution.

9. Executive Officer Update

- **Consolidated advertising** – Continuing. Some excellent editorial already received.
- **Training Calendar** – Committee members are encouraged to attend training sessions. Session on 26 May was on Major Events with a slant towards UCI, and session on 10 June was CG Walking Tour, with 22 participants and excellent feedback. Session on 24 June will be about Creating Free Publicity.
- **Election Process** – All groups have been contacted to nominate their representatives. A number of Expressions of Interest were sent out, but only one nomination received. Gerard Garner from Village Cinemas will replace MT from 1st July 2010. According to CGM Terms of Reference, CGMC will now look to co-opt interested members for remaining positions.
- **Special Rate Process** – A draft report is being prepared for Council for consideration in August.
- **Central Focus Newsletter** – June edition will be available this week.
- **Winter School Holiday Program** – Program has been released and sent to all on database. Bookings open at 12.00noon on Thursday 17 June.
- **CGFM June 2010** – Went very well with a lot of people present on Saturday 12 June. Had visit from judges for Geelong Business Excellence Awards. New Vision Eyewear had commercial stall at market and JS commented that it was very worthwhile. Cooking School was present this month and very well received. Food Tours will commence from July.
- **May Magic** – Promotion was slow to start but built towards end of week with redemption stalls at Westfield & Market Square. 3250 packs of Tim Tams were given away. Prizes have now all been distributed. Approximately 10-15 businesses participated in the sidewalk trading event, with the weather and staff requirements being reasons given that more did not participate. Awareness of promotion was high with great editorial in local papers and on Bay Fm. A full evaluation will be completed however the promotion was seen as an excellent start towards developing an annual proof of purchase promotion for CGM. CGM database was increased significantly from this promotion.
- **Good Food & Wine Show** – JSR attended and manned a CGM stand on Sunday 6 June. Was well received by participants with a significant increase to our databases achieved and should be looked at for future events.
- **Website** – News feed now featured and unique visitors increasing.
- **Gordon / CGM Window Theming Program** – All participating businesses should now be contacted by the Gordon. A letter including a copy of the VM Toolkit will now be sent to all participating businesses.

- **Blood Bank Challenge** – We are now able to access this electronically.

10. UCI Update

- JSR advised current CGM costs for UCI related projects are currently around \$12.5k:
 Window Theming Program @ \$150 per business - \$3750
 Business Readiness Kits - \$4800
 CG Promotional Jerseys - \$2000
 Coffee Master Classes & barista training - \$2000
 - This includes a \$50 subsidy per business towards in-house training.
- JSR will continue to pursue other elements for UCI support including: parking maps, marquee site at Johnstone Park; support for entertainment activities to encourage longer stays in Central Geelong.
- Steve Bentley and Sharon Cockerell then attended meeting to provide an update on planning and current issues for the UCI event including: parking and transport, communication to businesses and residents; live site locations and updates from business briefings held.

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

- MD thanked outgoing CGM Committee Members, MT, KT & RM. Certificate and gift to be delivered by MD & JSR.
- Staff Leave - Shelley McKiernan back from leave on 22/6/10, and Wendy Spence on leave from 18/6/10 to 6/7/10.

13. Meeting closed – 9.25am

14. Next Meeting scheduled for **Tuesday 20 July 2010**

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

Action List –June 2010

Action	Who by	Date by	Complete
Negotiate CGM sponsorship of QVM Night Markets 2011	JSR	July 2010	
JSR to have approved Activities Plan 2010-2011 artwork prepared for printing and distribution.	JSR	July 2010	