



## MINUTES

Tuesday 16 March 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)

Monica Evans

Sandy Kelly-Burton

Mark Harrison

Jodie Smith-Reyntjes

John Sisley

Cr Barb Abley

Kim Tobin

Julie Nardi

Don Hough

Simon Parrott

Myra Chamberlain

Wendy Spence (minutes)

##### **Apologies:**

Kirsty Cramer

Jonathan Codman

Richard Mills

##### **Public Gallery:**

Nil

#### 2. Declarations of Interests

Nil.

#### 3. Acceptance of previous minutes

- Full Committee meeting held 16 February 2010 – Moved DH, seconded SKB
- Evaluation Sub-Committee meeting held 16 February 2010 – Taken as read
- Marketing Sub-Committee meeting held 2 March 2010 – Taken as read

#### 4. Matters arising from previous minutes

- Review of Action list – February 2010 – All actioned

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

## **Section B - Reports**

### **6. Finance Report**

- JSR handed out Finance Report for February 2010

### **7. Activity Planning 2010-2011**

- Opportunity for Committee members to have input into activities for next financial year
- Planning two planning workshops, each two hours, about mid/late April for first, then two weeks after for second (suggest Thu 22 Apr 5-7pm, & Wed 5 May 5-7pm)
- Will send out final details as appointment to all Committee members
- Will look at current activities and any new programs
- Outcomes will then go to Full Committee in May 2010

### **8. Special Rate – Beyond June 2011**

- Special rate has currently operated in five year blocks from 2001-2006, and 2006-2011
- Previous process - started to look at the process about March, then went to Council in early October, VCAT in March, with rate starting in July. Had about 20 submissions from over 1300 businesses
- JSR handed out most recent Stakeholder Perception Survey and outlined contents. Note that figures are more positive than previous surveys.
- JSR advised committee can consider rate options and present to Council for consideration.
- KT requested information on how Special Rate was set for individual businesses. JSR advised that it is a percentage of Capital Improved Value of Premises, and is levied on building owners.
- General discussion regarding: impact of rate for businesses, impact of rate reduction in 2010-2011; levels of other special rates in other city centres; process for application; how the rate is set against capital improved value; kinds of businesses exempted include charity etc.
- MD requested that everyone have a think about the upcoming Special Rate process, speak to other stakeholders and highlight benefits, and report back at next meeting.

### **9. Executive Officer Update**

- **Consolidated advertising** - Continuing
- **Autumn School Holiday Program** – SHP Fund Guide has been posted to all families this week.
- **Palais Exhibition** - Specials Offers flyer sent out to all businesses late last week with newsletter.
- **Central Focus Newsletter** – Sent out late last week.
- **Wood Boat Festival** – Received plaque from RGYC as recognition of support.
- **Home & Garden Expo** – Received good coverage.
- **Mid May Magic** – Will run from 17 May, includes major prize, 2<sup>nd</sup> prize & business prize. Currently completing all necessary paperwork.
- **2010 Business Excellence Awards** –CGFM will be entered.
- **CGM Networking Event – 24 Feb 10** – Very successful with over 175 in attendance.
- **Farmers Market** – March market - average numbers, new market chef commenced at March market, first Commercial site for CG business will commence at April market, currently finalising last bit of RDV grant.
- **UCI Window Theming Program** – Expressions of interest have been slow, will extend EOI period.
- **UCI Business Readiness Kit** – Will be ready late April.
- **Blood Bank Challenge** – JSR will set up time and send out invite to all Committee Members to donate blood together.
- **NightBus** – numbers constant at about 130 per night.
- **Mainstreet Event** – JSR will speak at event at Banyule in April.

- **COGG Councillor Update** – JSR gives info regularly to Councillor Update to keep them informed of what CGM are doing.

#### 10. UCI Update

- JSR attended meeting on Mon 15 Mar 10.
- Appears to be quite a number of events happening to coincide with UCI.
- Opportunities being investigated include access to teams via teams e-newsletter, VM programs, posters, etc.
- CGM will have a visible presence at Johnstone Park, which will be the welcome hub for the event
- CGM will run Visual Merchandising Workshops in September 2010 for all CG businesses.
- CGM to promote extended trading hours to businesses (cultural & retail), Wed through Sun, 9am-9pm.

#### **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

- BA advised a Medical Ship was coming into Geelong this week for about one week. Mayor and Councillors have been invited to reception. Will forward information for inclusion on CGM website.

#### 13. New “Projects, Recreation & Central Geelong” Department

- Dean Frost, General Manager, Projects, Recreation & Central Geelong, joined the meeting to outline the new COGG structure.
- DF advised that there is strong support for CGM and its activities and role in Central Geelong.
- New COGG structure will be sent out to all Committee Members.

#### 14. Meeting closed – 9.05am

#### 15. Next Meeting scheduled for **Tuesday 20 April 2010**

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

#### **Action List – March 2010**

<b>Action</b>	<b>Who by</b>	<b>Date by</b>	<b>Complete</b>
Advise Committee Members of two Planning Workshops for Activity Planning 2010-2011	JSR	ASAP	
Consider upcoming Special Rate process, speak to Stakeholders for feedback	All Committee Members	20 April 2010	
Invite all Committee Members to Mainstreet Event, Banyule. JSR speaking at event.	JSR	ASAP	
Invite to all Committee Members – Blood Bank Challenge	JSR	ASAP	
Send new COGG organisational structure to all Committee Members	JSR	ASAP	