

MINUTES

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

Section A – Procedural Matters

1. **Welcome/Apologies**

Mark Davis (Chair), Don Hough, John Sisley, Kim Tobin, Cr. Barbara Abley, Simon Parrott, Colin Kosky, Richard Mills, Sandy Kelly-Burton, Mark Giles, Myra Chamberlain, Annette Cotter, Belinda O’Keeffe (Minutes), Jodie Smith-Reyntjes

Apologies: Katie Toulmin

Mark welcomed two members of the public to the meeting.

2. **Declarations of Interests**

No declarations of interest were made. MD asked that as items were up for discussion members considered their standing and declared interest at that time.

3. **Acceptance of previous minutes**

Moved Mark Giles and seconded Simon Parrott that the minutes of the meeting dated 21st April 2009 are a true and accurate record.

4. **Matters arising from previous minutes**

- Review of Action list – April 2009
 - The new finance document has been sent to Mark and Don for review.
 - Request for support of the Eaten Alive exhibition was included in the meeting pack.
 - Amendments to finance report requested at April meeting actioned.

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

- Marketing Sub-Committee meeting held 5th May, 2009

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

Two guests were in attendance, they advised that they were from a new outdoor advertising company and did not have any questions as they were here to observe the meeting and find out more about what the committee does.

Section B - Reports

7. **Finance Report**

- Report for April 2009 was included in meeting pack
- There are two typos in the report:
 - Column heading “YTD Commitment & best estimate for remainder 08-09” should say “remainder”.
 - Farmers Market in Mth Var Fav/(Unfav) should read as favourable not un-favourable.
- Still waiting on two internal invoices for evaluation and Night Arts.
- Farmers Market costs are on track and slightly under budget.
- We are working at containing costs and it is expected that we will have a small carry over to 2009-2010.
- Administration line – Would like to move website maintenance costs and some project evaluation costs out of the Administration line into marketing and promotions as it currently gives an inaccurate impression of our staff

wages and administration cost. This will give a better reflection of project costs.

Action:

- JSR to add another column to provide best estimate of actual costs end of the year versus the forecast.
- JSR to move event evaluation and website costs out of administration and into marketing area

8. Marketing Sub-committee Recommendation - Request for Support – Eaten Alive Exhibition

Discussion:

Mark Giles declared a conflict of interest in this exhibition as the Ford Discovery Centre is a joint ticket holder of this event and did not vote.

MD advised that due to the organiser requiring an immediate decision, approval was given following the Marketing Sub-Committee approval of this exhibition and as a result of the event being supported in the strategic planning session. The event will run for six months and there are cross marketing opportunities with the School Holiday Program.

CK requested that in future when a project required approval quickly an email should go out to all committee members giving three days to respond via email, he did not want a precedent set. MD advised that this would normally be the process however 3 days was not available and a decision had to be made, in light of the Marketing Committee's agreement to recommend supporting the proposal and it's being added to the 2009-10 Activity Plan the Chair and Executive Officer advised the organisers of the sponsorship. Failure to do so may have seen the event not undertaken at all or the Committee missing a major activity opportunity.

Decision:

- Recommendation - To support the request of sponsorship of Eaten Alive – The World of Predators to the amount of \$10,000 cash and \$7500 of in kind support and to arrange a networking session at the exhibition in August.
- Moved John Sisley. Seconded Don Hough. All in favour. **Carried.**

9. Strategic/Activity Planning Update

Strategic Framework 2009-2011 & Activities Plan 2009-2010 - review of draft documentation.

Discussion:

- Draft Document included in the meeting pack and JSR outlined major changes and additions.
- New events include: Food event, baby boomer activities, shopping tours, speed trials, movies. Development of activities doesn't mean we will run all activities.
- Speed Trials – Discussion of any potential for this event to be reinstated. John Sisley has spoken to the event organiser and there appears no opportunity for this event to reoccur and as a result believes CGM would be better to focus on alternate projects and remove this item from activities plan. This was supported by all committee members.
- Innovative training includes – business to business project.
- Committee now to provide any feedback by end of week, then document will be sent to design and document will be presented to committee to review and adopt if supported at the June CGMC meeting.

Action:

- Jodie to move website & event evaluation from More Support to More People.
- Committee to provide comments to JSR by the end of the week.
- Jodie to remove Speed Trials from the Strategic Plan.
- Cr Abley and Jodie to meet to discuss some funding options via Regional Development Victoria.
- Jodie to work out a realistic figure for each action by the end of the month and distribute to committee members for comment.

9. Executive Officer Update

School Holiday Program - Estimated economic benefit for the autumn program was \$37,000. Because of public holidays there were two less days of activities which will have impacted on the economic benefit. Businesses are not providing feedback about special offers even though the survey showed 25% of participants used the special offers. Annette Cotter suggested offering a reward to businesses who return the tally sheets. Kim suggested providing businesses with a spike to collect coupons.

Action:

Staff to work with evaluation sub-committee to evaluate how to get businesses to provide feedback.

Stakeholder Training – Joint Networking event with Tourism Geelong is on 26 May and is a bus tour of Moorabool Valley wineries. Notification and information provided to stakeholders via the newsletter, website and blast emails. Some Central Geelong businesses are attending. Discussion held regarding appropriate times for small business operators and awareness that not all times will suit all business types. JSR is investigating other training opportunities in the new financial year. JSR has met with Sarah & Mark from Tourism Geelong to discuss the program and provided feedback about timing.

Evaluation Sub-Committee

Action: Jodie to set a June Evaluation meeting.

Networking Event - The website launch and networking function is on Wednesday 20th May at 6pm, approximately 160 -170 will attend. Some website bugs are being worked out before the launch. All businesses will receive their user name and password by the end of the month.

Election Process – Information has gone out to all voting businesses. Some interest already received. Only one position is available.

Mainstreet Awards – Submissions for the Committee, Council and the Farmers Market have been entered. Winners announced on July 23.

Businesses Excellence Awards – The Farmers Market has been entered in four categories.

Action:

Committee to let JSR know ASAP if they would like to attend.

Farmers Market – May was another wet market – 3rd in 5 months. June – we Request has been placed for Business Excellence Awards judges to attend the June market. Belinda and Shelley attended the Victorian Farmers Market Association meeting yesterday regarding stallholder accreditation. Since Shelley started in June 2007 she has introduced 39 new stallholders to the market.

Central Focus Newsletter – Is distributed in the first week of every month. Visual Merchandising Toolkits will be offered in the June newsletter.

Deakin Intern - Daisy will be attending the networking function on Wednesday, she has given us 100 hours of her time on the Website.

Staff – Administration position will be advertised next week

Geelong Club Offer – Committee have been invited to attend a lunch at the Geelong Club next Friday 29th. Janet Dore, CEO of TAC will be speaking. Cost would be \$44 per head.

Action:

Committee members to let Jodie to know by the end of the day if they would like to 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

Tourism Geelong has a Mystery Shopper Program in development for a six month trial. Subsidised rates can be offered to Central Geelong businesses who wish to participate. A brief and costs will be presented to the marketing sub-committee for review in June.

Council Budget – Cr Abley advised of the successful launch of budget last week. The City Plan has been set and there is a budget pack available to committee members.

Action:

Cr Abley to provide budget packs for the Committee to Jodie.

Council CEO – HR firms have been short listed. It is an international and national recruitment process.

13. Meeting closed

Meeting closed at 8.25am.

Next Meeting scheduled for Tuesday 16th June 2009, 7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong.

Action List – May 2009

Action	Who by	Date by	Complete
To provide best estimate for costs for remainder of financial year versus forecasts.	Jodie Smith-Reyntjes	16/6/09	
To move website maintenance and project evaluation from More Support to More People in the Strategic & activities plan.	Jodie Smith-Reyntjes	16/6/09	
To provide comments regarding the Strategic Plan to Jodie by the end of the week.	Committee	22/5/09	
To remove Speed Trials from the Strategic Plan.	Jodie Smith-Reyntjes	16/6/09	
To arrange attendance at a future meeting by Richard Milne from Regional Development Victoria to discuss funding opportunities.	Cr Barbara Abley and Jodie Smith-Reyntjes	16/6/09	
To prepare a draft budget for each activity identified in activities plan for review by CGMC	Jodie Smith-Reyntjes	22/5/09	
To work with evaluation sub-committee to evaluate how to get businesses to provide feedback.	Jodie Smith-Reyntjes & Belinda O'Keeffe	16/06/09	
To set a June Evaluation Sub-Committee meeting.	Jodie Smith-Reyntjes	16/06/09	
To advise JSR if you would like to attend the Business Excellence Awards.	Committee	29/5/09	
To let JSR to know by the end of the day if Committee members would like to attend the Geelong Club lunch.	Committee	19/5/09	
To provide budget packs for the Committee to JSR.	Cr Barbara Abley	16/06/09	