



## MINUTES

Tuesday 18 May 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	Monica Evans
Cr Barb Abley	Simon Parrott	Kirsty Cramer
Sandy Kelly-Burton	Jonathan Codman	Kim Tobin
Myra Topic	Mark Harrison	
Jodie Smith-Reyntjes	Julie Nardi	Wendy Spence (minutes)

##### Apologies:

Don Hough	Richard Mills
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##### Public Gallery:

Nil

#### 2. Declarations of Interests

Nil.

#### 3. Acceptance of previous minutes

- Full Committee meeting held 20 April 2010. Moved SKB, seconded SP.
- Marketing Sub-Committee Meeting held 4 May 2010 – Taken as read

#### 4. Matters arising from previous minutes

- Review of Action list – April 2010
- G21 Marketing Alliance Request for Support – JSR advised this campaign will not go ahead due lack of support from enough G21 stakeholder organisations.
- Support for CG Shuttle & Night Bus – Notification received that current bus hire company will not continue contract. In addition, a further request for reconsideration of cash contribution to Night Bus may be received for review in June 2010.
- All other items actioned.

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

## **Section B - Reports**

### **6. Finance Report**

- JSR outlined Finance Summary for April 2010

### **7. Briefs for Consideration: Proposed Amendment – CGFM Stallholder Fees:**

- JSR outlined brief detailing proposed changes in stallholder fees to ensure on-going viability of CGFM.
- JS questioned what would occur if the proposed changes were implemented and no additional stallholders commit. JSR advised that there would a review in November 2010.
- 26 new stallholders have been introduced to the CGFM in the last year.
- Continuing factors that influence stallholder numbers include: impact of increasing number of farmers markets in region, small family run businesses influenced by seasonality, sickness and staffing, health regulations.
- **Decision: Support Proposal to reduce stallholder fees to \$25 per market casual and \$20 per market (for 3 markets or more) , Moved JS - Seconded KC - All in favour**
- Action: JSR to amend stallholder guidelines and prepare & distribute notification of changes to existing and past stallholders.

### **8. Draft CGFM Activities Plan 2010-2011**

- JSR presented the draft Annual Activities Plan 2010-2011.
- Key Focus Areas 1 & 3 remain the same with small inclusions following workshops of sustainability focus.
- Majority of new activities within Key Focus Area Two and JSR outlined each activity within Key Focus Area 2 highlighting new and amended activities.
- Committee members required to review the draft plan, and provide comments and feedback by close of business on 29 May 2010.
- Non response will be taken as no changes required.
- Final report will be reviewed at June meeting (15/6/10).
- MD thanked all committee members for their input at recent workshops, and urges everyone to speak to other businesses to promote CGM coming into the next special rate period.
- MD advised that during the recent COGG budget launch, the Mayor advised that the preferred location of the Geelong Convention Centre will be announced soon. JSR will draft letter to Mayor outlined CGM's reason's for wanting this centre within the Central Geelong area.

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

- **Consolidated advertising** – Continuing print and radio campaigns
- **Training Calendar** – Sent to all CG business as a DL flyer, listed on website & upcoming sessions promoted in newsletters. Good responses so far, with more CG businesses attending first two sessions, than whole of last year. Next session Wed 26/5/10 focussing on major events, covering UCI and other. JSR urged committee members to attend if possible.
- **Election Process** – Three business/ retail reps and One arts sector representative up for election for 2010-2011. Call for nominations open until Tuesday 4/6/10. JSR asked CGM committee members to encourage business operators who may be interested. Nomination kits available from CGM office.
- **Special Rate Process** – Progressing with aim for Council to consider in August 2010.
- **Buses (CG Shuttle & Night Bus)** – As advised previously Hertz advised they will not pursue contract to provide buses for the CG Shuttle, so will wait for an update on new service from CG&WF unit. Also CG & Waterfront unit would like CGM to contribute \$6100 to Night Bus, not \$3500 as previously committed and will ask committee for reconsideration in June 2010. JSR will keep committee updated on developments.

- **Palais Exhibition** – Ends this Sunday, special offers have not been very popular with attendees.
- **Central Focus Newsletter** – Latest newsletter sent last Friday contained last reminder for networking Event. JSR asked committee members to consider donating door prize for networking event.
- **May Magic** – Will be launched at networking event on Wed 19/5/10. Proof of purchase promotion. Advertising has commenced, and a letterbox drop will be done this weekend to the wider region. Street trading has been OK'd for Friday 28/5/10. CGM will have a shopfront at 150 Ryrie Street for people to redeem proof of purchase. Tell-A-Balloon will help to decorate the shopfront. A "Magic May" character will roam on the streets to help promote.
- **Winter School Holiday Program** – Currently in development.
- **Geelong Business Excellence Awards** – CGFM has been entered and judges will be attending June FM, which will have the cooking school. JSR urged all committee members to consider having the commercial stall at the June FM to ensure this is in operation. Previous uses of commercial store well received by participating businesses in April & May – next booked for July.
- **Website** – Now has newsfeed at top with current promotions/news. Seems to be increased use of special offers page.
- **CGFM May 2010** – Numbers were consistent.
- **Good Food & Wine Show** – JSR will attend the show on Sunday 6/6/10 and CGM will have a presence on the Geelong, Bellarine & Great Ocean Road stand promoting the Farmers Market and range of dining options in Central Geelong. Will request info from restaurants for display.
- **Gordon / CGM Window Theming Program** – Workshop was run on Tuesday 4/5/10 and students and businesses now matched.
- **Small Business Advisory Council** – JSR made a presentation to this advisory council to the Small Business Minister recently.
- **Staff Leave** - Shelley McKiernan currently on leave 18/5/10 to 18/6/10, and Wendy Spence on leave from 18/6/10 to 6/7/10.

## 10. UCI Update

- JSR has & will continue to attend a number of the business briefings for businesses directly affected over the coming months. Cr. Abley advised there was a good report from Dean Frost on UCI recently to Council, and this may be beneficial for all committee members to have a read. JSR will see if this can be provided to all committee members.
- Business Readiness Kit – JSR has seen draft and has provided input into CGM section. We will be able to update this right up to the time of the race. Will now be ready late May 2010.
- CGM has involvement as follows:
  - Marquee at Johnstone Park
  - Business workshops for Window Theming on September 2<sup>nd</sup>.
  - Promoting extended trading hours
  - Bounce back offers for businesses
  - Barista training
  - CG branded Cycling Jerseys (looking at purchasing for promotional staff, about \$40 each)
  - \$150 contribution to each business involved in the CG/Gordon Window Theming Program
  - \$5000 contribution to make sure every CG business receives a copy of Business Readiness Kit.

## 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**

- SKB advised that the Cotton On Fun Run is currently looking for support for this event. They are hoping to get up to 10,000 entries for this year. Tim Diamond will contact CGM.
- KT enquired about parking issues during UCI period. JSR advised we are still waiting on final parking options however expected park and ride will be utilised to transport workers and spectators. Employees will be treated the same as public coming to event. Cr Abley suggested we organise another update from Sharon Cockerell for June committee meeting.
- JSR advised that the new Bus Interchange build commenced and expected to be launched following the UCI event.

### **13. Meeting closed – 8.40am**

### **14. Next Meeting scheduled for Tuesday 15 June 2010 7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong**

#### **Action List –May 2010**

<b>Action</b>	<b>Who by</b>	<b>Date by</b>	<b>Complete</b>
Amend CGFM stallholder guidelines and prepare & distribute notification to past and existing stallholders	JSR	25 May 2010	
Review Draft CGM Activities Plan 2010-2011	All Committee Members	29 May 2010	
Draft letter to Mayor re location of Geelong Convention Centre	JSR	25 May 2010	
Obtain copy of UCI Report from Dean Frost and circulate to all Committee Members	JSR	ASAP	
Organise Sharon Cockerell to attend next CGM Committee Meeting (15/6/10) to give update on UCI	JSR	15 June 2010	