

## MINUTES

7:30am, Tuesday 20 October 2009  
Central Geelong Marketing Committee  
Meeting held at  
CGM Offices, 17 Gheringhap Street, Central Geelong

### Section A – Procedural Matters

#### 1. Welcome/Apologies

**Attendees:**

Mark Davis (Chair)

Monica Evans

Myra Chamberlain

Mark Harrison

Jodie Smith-Reyntjes

Wendy Spence (minutes)

John Sisley

Don Hough

Simon Parrott

Belinda O’Keeffe

Cr Barbara Abley

Richard Mills

Peter Hornby

Julie Nardi

**Public Gallery:**

Wendy - Gordon TAFE

**Apologies:**

Kim Tobin

Mark Giles

Sandy Kelly-Burton

#### 2. Vacancy – Committee

A decision was made to co-opt a new member to the vacant and unfilled strip retail/ business representative position on the committee. Mark Davis nominated Mark Harrison, Branch Manager, Bendigo Bank Geelong, to be co-opted into the strip retail/ business representative position. Seconded by John Sisley. All in favour. Mark Harrison was then invited to join meeting.

#### 3. Declarations of Interests

Nil.

#### 4. Acceptance of previous minutes

Moved DH, seconded SP, that the minutes dated 15 September 2009 are a true and accurate record.

#### 5. Matters arising from previous minutes

- Review of Action list – September 2009 – All actioned

#### 6. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 6 October 2009

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

## **Section B - Reports**

### **8. Finance Report**

- Finance Report for September 2009 distributed to all committee members.
- This report is an expanded version showing expenditure versus each activity identified in the Annual Activities Plan.
- JSR gave a quick overview of the report and advised she is happy to answer any further questions direct with committee members.
- DH asked if there was anything to date out of the ordinary in the budget, JSR replied not at this stage.

### **9. Briefs for consideration**

#### **UCI Road World Cycling Championships** (included in meeting pack)

- JSR presented brief for consideration

#### **Discussion:**

- Cr. Abley advised she had recently attended the first COGG meeting for UCI and gave a brief overview of what took place. Cr. Abley suggested Sharon Cockerell & John Mitchell could attend one of our committee meetings to give an overview, and perhaps drive around the UCI route.
- MD believes we need to be on the front foot regarding opportunities for this event, and work needs to be started ASAP.
- SP commented that if we have money available in budget from July 2010, is that enough time given the event is in Sep/ Oct 2010. JSR advised that she expected most costs for CGM activities would fall into the 2010/11 financial year.
- Wendy from Gordon TAFE commented that she has previously attended this event, and that the crowds are very active, with areas having big screens, buskers, street stalls, music, and every shop is themed.
- MD suggested a separate sub-committee to solely focus on CGM's activities relating to UCI.

#### **Recommendation:**

- Reallocate \$3500 from Poppykettle Festival activity to use in the 2009/10 year and allocate \$30,000 for 2010/11 to run activities to assist CG businesses to prepare and benefit from the UCI event.

#### **Decision:**

- Moved by SP, seconded by DH. All in favour.

#### **Action:**

- JSR to request interest from Committee members for separate sub-committee.

#### **Wooden Boat Festival - Sponsorship** (included in meeting pack)

- JSR presented brief for consideration

#### **Discussion:**

- ME commented the \$1500 cost was good value for benefits listed.
- MD commented that being involved in events like this would get more stakeholders interested in events, leading up to UCI in 2010.
- SP commented that there was a lot on that weekend in Geelong, which would tie in to this event.

#### **Recommendation:**

- Agree to sponsor the Geelong Wooden Boat Festival 2010 at a cost of \$1500 to receive sponsorship benefits listed.

#### **Decision:**

- Moved by JS, seconded by DH. All in favour.

#### **Action:**

- Advise Wooden Boat Festival of CGM involvement - JSR

## 10. Executive Officer Update

### **Eat Out in Central Geelong:**

- Promotion has now been extended to 1 Nov 09, which takes in the ICTC Conference - a copy of Eat Out flyer will be distributed to delegates in delegate bags.
- MD encouraged committee members to support the promotion by utilising some of the offers.
- Third full page ad will be in this weekends Independent.
- All participating businesses have been provided by event kits.

### **School Holiday Program – Spring 09:**

- Currently awaiting evaluation forms.

### **Sidewalk Sales:**

- Planning well underway.
- Over 130 businesses participating (more than in 2008, less than in 2007).
- Trading guidelines have been sent to all businesses.
- Try to make option of just providing an offer for the form guide clearer for 2010 Sidewalk Sales, as some businesses still think they must trade on the street.
- All special offers will be available on CGM website on Wed 28 Oct, and printed in a Wrap on the Independent on Fri 30 Oct.
- Event kits have been sent to all participating businesses on Mon 19 Oct.
- Radio advertising to commence on Thu 29 Oct.

### **Christmas in Geelong:**

- Delivery underway, and finalising elements.
- Working with Gala Appeal.
- DL Postcard will be distributed to homes via letterbox drop from 13 November 2009.

### **Consolidated Advertising:**

- Fortnightly Editorial / Column starts this Friday 23 Oct.
- Audio Brand / Jingle on Bay FM to start Sunday 25 Oct.
- If any committee members would like to hear, stay after meeting and listen on JSR computer.

### **Workshops:**

- Next joint training workshop with GOT cancelled due to clash of dates – will advise if rescheduled.
- 'Gaining Free Publicity for your business' sessions planned for 11 Nov at City Hall, one aimed at retail, one at Businesses.
- Placemaking workshop with David Engwicht on 30 Nov. JSR has two tickets available, so interested committee members should advise ASAP.

### **Website:**

- All CG Committee members encouraged to place special offers and events on website.

### **Networking Events:**

- Currently planning event for late Nov.
- This would be a Christmas themed event to coincide with the launch of Christmas in Central Geelong.
- Date and venue to be advised by 31 Oct.

### **Main Street Awards:**

- Celebration event held on 7 Oct at City Hall.

### **Central Geelong Farmers Market:**

- Large crowds at October market, with good weather.
- Coffee and food trial all seems to have gone smoothly.

**Central Focus Newsletter:**

- Oct edition in meeting pack.
- Reviewing hard copy / electronic delivery.

**ICTC Conference:**

- Geelong themed site at ICTC conference.
- Elves will be employed at the beginning of each day when people are arriving to hand out lolly / chocolate bags, to make a memorable experience for attendees.
- Copy of Conference handbook will be emailed to all Committee Members. Please advise JSR by this Friday 23 Oct, if you would like to attend any sessions.

**Poppykettle Festival:**

- JSR attended family day for this festival.
- Only about 75 people in attendance at main show on this day.
- Awaiting evaluation information back from GPAC.

**Geelong Show:**

- All CGM team involved in manning stand at Geelong Show.
- Promoted School Holiday Program, CG Farmers Market and Eat Out in Central Geelong.
- About 100 Farmers Market registrations with people wanting extra information.

**Senior Weeks – Free CG Shuttle:**

- Approx 287 people utilised the Free CG Shuttle during the three available days (three buses, 15 minute intervals)

**Night Bus:**

- Similar concept to the Night Rider Bus Service. Emma Moody looking after this project.
- Flat \$5 fee, cheaper than taxis.
- Information will be available on CG website, and also included in Central Focus newsletter.

**Council Reports:**

- Annual Activity Report will go to Council within the next month

**Work placement Student:**

- We currently have a final year Copywriting student from Victoria University completing a work placement with CGM, and he will be here until end November.

**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**

- **Belinda O’Keeffe – Maternity Leave**
  - MD presented flowers to BOK who commences maternity leave this Fri 23 Oct.
  - JN will replace BOK as Assistant Executive Officer during Maternity Leave.
- **Similar Cities to Geelong**
  - DH reported that during a recent trip to New Zealand, he was in Hamilton which he thought had many similarities to Geelong. He found Hamilton very vibrant,

with a lot of food, cafes, wine bars & arcades. There was free parking in Hamilton on Sat & Sun.

- Cr Abley mentioned whilst recently surfing the net, she found a similar size city in East Canada, and when reading the local paper from this city, found they were also dealing with issues relating to parking and that this is an issue for all cities.
- Discussion took place regarding parking inspectors who are allocated to Central Geelong, as opposed to other areas within COGG. Cr. Abley suggested Committee members should rely on factual data sheet on this subject, which will be available soon from Local Laws.
- MD suggested all committee members should speak to businesses and ask for feedback on issues relating to CGM activities and to participate in a walk around in the near future to speak to traders on the street.

**13. Meeting closed – 8.55am**

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

**Action List – October 2009**

<b>Action</b>	<b>Who by</b>	<b>Date by</b>	<b>Complete</b>
JSR to request interest from Committee members for separate sub-committee to focus on CGM activities to support CG businesses for UCI.	JSR	10 Nov 09	
Advise RGYC re Wooden Boat Festival Sponsorship Offer	JSR	17 Nov 09	Y
Distribute ICTC Handbook to all Committee Members	JSR	22 Oct 09	Y
RSVP for ICTC Conference workshops / events	All Committee	23 Oct 09	
RSVP for David Engwicht Workshop	All Committee	ASAP	