

Central Geelong City Management Committee

Minutes from the Committee Meeting
9:30am, Tuesday 2nd December 2003, Go Cafe



1. Welcome/Apologies

Meeting opened at 7:30am.

Present: Helene Bender, Bob Gartland, Denis Peacock, Cr Ed Coppe, Annette Cotter, Peter Rodger, Bob Burke, John Sisley, Gerard Garner, Steve Bentley, Emma Moody.

In Attendance:

Absent: Peter Moore

Apologies: Tim Santalucia, Stephen Wright.

2. Acceptance of Previous Minutes

Moved Bob Gartland, seconded Denis Peacock - the Committee meeting minutes dated 11th November are accepted with the following amendment:

- Item 8 should read: 'The Malop Street carpark (not the Westfield Bay City carpark) was closed too early and many people weren't able to get to work'

Moved Bob Gartland, seconded Bob Bourke – the Executive Committee meeting minutes dated 18th November 2003 are accepted with the following amendment:

- Item 11 should read: 'Westfield Bay City is concerned for all suburban developments, including the Newcomb Secondary College development'.

3. Matters Arising from Previous Minutes

Action List (Outstanding Items) - Actions from Committee meeting 11th November 2003:

- Obtain more information from Objectify regarding the website timeframes for support and additional costs and email to the Committee – Emma Moody to follow up.

4. Centre Manager Appointment

- The preferred applicant was offered the Centre Manager position however they have declined this offer and accepted another position.
- Helene is meeting with Stephen Wright on Friday 5th December 2003 re. this issue and will advise the Committee of the outcomes and future progress.

5. Graffiti Forum

- John Sisley attended the Graffiti Forum.
- Traders were informed of CoGG's graffiti strategy and were provided with a free graffiti kit. Graffiti kit provides traders with tips on how to prevent and manage graffiti – very useful for traders.

6. CAA Information Session for Traders & Property Owners – Report from Ed Coppe

- CAA Information Session held on 26th November 2003. Purpose of session was to provide traders with an update on the physical works program, East/West Traffic Study, future developments etc.
- Approximately 50 traders attended. Due to misunderstanding between CEO and Ed Coppe re. dissemination of invitations, invitations were distributed by hand to traders (not property owners) a week prior to the information session.
- Information sessions to be held every three months in future.
- Although some traders were disappointed regarding the timing of the invitations etc, the session was considered worthwhile.

7. Christmas Decorations Update

- Refer to emails dated 19/11/03, 21/11/03 & 25/11/03 as per meeting pack.
- John Sisley noted that there are no decorations located in the East end of Malop Street.

8. Sub Committee Reports

Finance Report & Sub Committee Update

- October finance reports and minutes not tabled as October finance meeting was cancelled.
- Finance Sub Committee to review 'wish lists' from all Sub Committee's at their next meeting. Wish lists received from Safe City Taskforce and Marketing. Evaluation and Farmers Market wish lists still to come.

Action: Evaluation and Farmers Market Sub Committee's to provide Emma Moody with their wish lists prior to finance meeting on 12th December 2003.

Marketing Sub Committee Update

- Minutes included in the meeting pack.

Safe City Taskforce Update

- Minutes included in the meeting pack.
- Recent raids at Geelong markets – large quantities of illegal goods (DVD's etc) seized. Very positive for CAA traders.

Action: Emma to finalise agreement (in writing) between the CGCM Committee and Steve Scott/Council regarding funding of the security cameras.

Central Geelong Farmers Market Sub Committee Update.

- Minutes included in the meeting pack.
- The Management Agreement was signed on the 28th November 2003.
- Next market to be held on 13th December 2003.

Action: Emma to forward a copy of the Management Agreement to all Farmers Market Sub Committee members.

Evaluation Sub Committee Update

- Dates confirmed for the December pedestrian counts. Visitor Perception Survey to be undertaken in December also.
- Emma currently developing a written agreement between Leonie Collins Presentations Unlimited and CGCM Committee.
- Sub Committee to work with Steve Bentley to ensure accurate surveying at the next Farmers Market. Survey to target customers, stallholders and surrounding businesses. Surrounding businesses will be asked regarding their support/lack of for additional markets in January and February 2004.

9. General Business

Geelong Advertiser Business Excellence Awards

- Proposal from Geelong Business Excellence Awards received.
- Program to be launched in February and held in July 2004.
- Request for the Committee to sponsor a CAA/Central Geelong category at a cost of \$5500 (including GST). This category would be open to all businesses in the CAA that pay the special levy.

Moved Bob Gartland, Seconded Annette Cotter – the Committee will sponsor the CAA category of the Business Excellence Awards at a cost of \$5500 (including GST).

Trader Directory

- Ed tabled a copy of a Trader Directory produced by Ballarat retailers, would be a suitable format for Central Geelong directory.

Update from Steve Bentley

- Gareth Smith – Waterfront Coordinator has resigned and will be finishing on 19th December 2003.
- Youth Activities/Issues - Need to be more pro-active to entertain this age group. This will help to alleviate some of the issues the traders are complaining about ie. drinking, loitering etc in the CAA.
- Currently finalising design for a youth area (including climbing structure, theatre etc) located next to the existing children's playground near Cunningham Pier. Building expected to commence mid 2004.
- Need to consider a street entertainment program to add colour and movement to the CAA, may also encourage increase in alfresco dining.
- Discussion regarding development of a program to increase alfresco dining – some businesses ie. Tonic and Kaysers are utilising car parking spaces to facilitate alfresco dining. May be able to develop a program that encourages more traders to forgo car parking in front of their business to increase alfresco dining space.
- City Shuttle Bus – commences week prior to Christmas. Statistics indicate that over 50% of passengers are shoppers. Bus drivers to be educated on Waterfront/Central Geelong and a pre-recorded commentary will also be organised. Service to be audited.
- Young Ambassadors Program - Suggestion to develop a young ambassadors program next year to direct people around the CAA and provide generic information.
- Recommended that Steve Bentley attend the Committee meetings and if possible, the Sub Committee meetings also.
- Committee thanked Helene for her hard work and dedication to the Committee and Central Geelong traders throughout the year.
- Central Geelong City Management Office to be closed over Christmas/New Year period from 25th December 2003 – 5th January 2004.

Action: Steve Bentley to follow up regarding development of an alfresco dining program.

10. End of Meeting

- Meeting concluded at 9.00am

11. Next Meeting

- 7:30am, Tuesday 13th January 2003, Busport Office.