

## Central Geelong City Management Committee

### Minutes from the Committee Meeting 7.30am, Tuesday 5<sup>th</sup> April 2005 Busport Office



#### 1. 7.30 AM: Welcome/Apologies

- Meeting opened at 7.30am.

Present: Helene Bender (Chair), Nolan Bradbury, Georgina O'Brien, Mick Atkins, Joe Madunic, Annette Cotter, Mark Davis, John Sisley, Cr. John Mitchell, Sarah Baran, Colin Kosky, Jodie Smith-Reyntjes, Jarrod Johnstone, Belinda O'Keeffe (Minutes)

**Apologies:** Bob Bourke, Peter Rodger

- Mick Atkins from Gilligan's Fish & Chips of Western Beach joined the meeting.
- HB welcomed Jarrod Johnstone the recently appointed Assistant Executive Officer to the meeting.

#### 2. Acceptance of Previous Minutes

- Mark Davis moved, John Sisley seconded that the Committee meeting minutes dated 1<sup>st</sup> March 2005 are accepted as a true and accurate record.

#### 3. Matters Arising from Previous Minutes

- Sub Committee representation - JSR informed the Committee there were only two Committee members currently on the Farmers Market Sub Committee. The Terms of Reference state that a minimum of four Committee members must be on each sub committee.

#### Action:

- Committee members interested in a place on the Farmers Market Sub Committee should contact JSR.
- Committee members to review sub-committee attendance and advise JSR of intention to join any sub-committees with a vacancy.

#### 4. Budget

- JSR explained some of the changes to the marketing budget.
- MD asked if there was going to be a carryover at the end of this financial year. JSR explained that one of the aims of the Committee is not to have a carry over each year.
- Committee members were provided opportunity to comment via email on proposed budget.
- No issues raised from committee members re proposed budget.
- JSR to finalise COGG budget process on 5/4/05 as no other changes required by committee.

#### Action:

- JSR to complete COGG budget process with approved committee budget presented at this meeting.

#### 5. Committee Name Change

- JSR reported she tried to register the name Central Geelong but this was rejected. Is very similar to Geelong Central owned by Pat Blood. JSR has also registered Central Geelong Marketing and Central Geelong More so that other organisations cannot use them.
- JSR read out examples of other trader groups names and asked the Committee to provide alternatives if they are not happy using Central Geelong Marketing.
- John Mitchell recommended to the Committee that it does not get bogged down with the name change as we will be judged on how we perform.
- CK suggested to the Committee that we don't change the name for the moment as the discussion is taking up too much time.

**Decision:**

- Committee agreed to continue to use Central Geelong City Management name and use the More tag in our promotions.

**6. Lt Malop/James Street Traders Forum**

- JSR spoke about the two month delay with the Lt Malop/James Street works and how Major Projects asked CGCM to participate in a traders forum to assist the traders to come up with a precinct image and facilitate a brainstorming session.
- 22 traders attended the forum and it was a very positive and creative session. The traders decided they want to be marketed as a café and arts precinct.
- One outcome is the traders asked for a bus trip to be planned so they can visit similar precincts in Melbourne to talk to traders in Degraeves St, Flinders Ln and Hardware Ln about their precincts and marketing.
- CK reported it was the most positive experience he has had so far with his involvement as a CGCM Committee Member.

**Action:**

- Committee members who want to attend the bus trip to Melbourne on 2<sup>nd</sup> May 2005 to advise JSR.

**7. Geelong Business Expo**

- CGCM supporting this event. Super Shops! sessions scheduled for 5.30pm Wednesday 20<sup>th</sup> April and Customer Satisfaction – Top Tips sessions scheduled for 7.30am Thursday 21<sup>st</sup> April 2005.
- JSR reported as per discussion at previous meeting attendees will be charged \$15 a person to participate, breakfast is included.
- JSR will make booking for any committee members wanting to attend either of these sessions. Committee members interested to advise JSR by 8<sup>th</sup> April 2005.

**Action:**

- Committee members to advise JSR if wanting to attend either session
- JSR to book committee members into sessions.

**8. Geelong Advertiser Business Excellence Awards**

- The trader briefing session has been held, 16 businesses participated. JSR will continue to promote the awards to traders via email.

**9. Sub Committee Reports**

The following sub-committee reports were taken as read:

- Administration & Finance Sub Committee – Minutes of previous meeting (15/03/05)
- Farmers Market Sub Committee – Minutes of previous meeting (22/03/05)
- Marketing Sub Committee - Minutes of previous meeting (09/03/05)
- Evaluation Sub Committee – No meeting in March.

**10. Update from CoGG Events Unit**

- As the meeting was running an hour early it was decided to cancel the Event Unit's participation in the meeting.
- John M would like Committee members to provide him with a brief about their complaints regarding events and he will assist them as Ward Councillor.
- Mick Atkins brought up the issue of Events staff lack of presence at events. Committee discussed this issue in relation to Easter weekend triathlon events.
- Annette Cotter indicated she has forwarded Westfield Bay City's issue with World Cup Cycling to the Events Unit. Helene Bender to follow up with GME at next meeting.
- Easter Trading Exemption – The Committee decided in future we will submit our own application for an exemption to avoid this year's outcome.
- **Update Safety Issues (Steve Bentley)**
- SB joined the meeting.
- Security Cameras – there are still some technical difficulties but he is continuing to work with Chubb Security to resolve these.

- There are some issues with nightclubs introducing drink cards, SB is encouraging them to follow the accord.
- Night Rider Trial – a mini bus service starts on 16<sup>th</sup> April. John M expressed his concern that there are no security guards at drop off points.
- There is a safety forum on 16<sup>th</sup> May for 2.5 hours to discuss safety issues in Central Geelong. Key stakeholders will be invited to participate. SB will be providing feedback to attendees on what has been done and asking them for further feedback.
- Trolleys – supermarket trolleys left out after hours mainly on Friday and Saturday nights will be impounded and released at a price to supermarkets. This contract will be put out to tender.
- Non User Survey – Steve read out some of the key findings. The report isn't finished yet but will be made available to JSR on completion.
- Committee discussed some of the parking issues raised by the survey.
- HB suggested CoGG promote parking and bus relocations while Moorabool Street works are taking place.
- For the short term the Committee would like a staff member from Urban Design to update the Committee monthly on the Moorabool Street works.

#### **Action:**

- SB to find out if self cleaning toilets are to be funded.
- JSR to request that an Urban Design staff member attend the Committee meeting to update CGCMC about the Moorabool St works for the short term.
- JSR to forward non-user survey to committee members when available.

#### **Neighbourhood Watch**

- MD reported the Neighbourhood Watch Committee met with JSR, SB and HB to discuss issues.
- MD requested more support from Committee members and shopping centre traders at meetings.

#### **12. General Business**

- Marketing Sub Committee change of meeting date: the meeting will now take place on 4<sup>th</sup> Tuesday of the month at 7.45 am at Market Square Centre Management. AC reported Suzie Evans is the new Marketing Manager for Westfield Bay City so she will be attending meetings.
- Committee and sub committee meeting schedule distribution - JSR distributed the schedule.
- A trader networking function will take place on Tuesday, 26<sup>th</sup> April 2005 at Village Cinemas. This event includes 45 minutes of networking (including drinks and nibbles) and a free movie 'In Good Company'. CGCM will pay for catering only.
- SB discussed the circus workshop organised by GPAC from 20<sup>th</sup> to 22<sup>nd</sup> April.

#### **13. Next meeting**

- Tuesday, 3<sup>rd</sup> May 2005, 7:30am Busport office.