

Central Geelong Marketing
Committee Meeting Minutes
7:30am, Tuesday 12th December 2006
Geelong Club, 74 Brougham Street, Geelong

Section A – Procedural Matters

1. Welcome/Apologies

Present: Colin Kosky (Chair), Mark Davis, Sandy Kelly-Burton, Cr John Mitchell, Peter Rodger, Andrew Senia, Julie Hyslop, John Sisley, Jason Barnett, Paul Smart, Jimmy Javni, Emma Moody, Jodie Smith-Reyntjes, Belinda O’Keeffe (minutes)

Apologies: Kate Messenger, Annette Cotter

- CK introduced the new Assistant Executive Officer, Emma Moody.

2. Declarations of interests

No declarations were made.

3. Acceptance of previous minutes

- John Sisley moved and Peter Rodger seconded that the minutes dated 14th November 2006 are a true and accurate record.

4. Matters arising from previous minutes

- No actions were recorded in the November minutes.
- Committee discussed the Today Show initiative and will discuss the project further if it is announced that it will go ahead.

Sub Committee Minutes (Taken as read):

- Marketing Sub-committee Meeting– (21/11/2006)
 - JS would like the Committee to look into the disruption that the Westfield development may cause to Malop Street next year.

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

No members of the public were present.

Section B - Reports

6. Finance Report

- Report included in the meeting pack for November 2006.
- The budget is underspent by \$26,000 because more Magazine has been held back waiting Committee decision on involvement in the Today Show.
- If the Today Show goes ahead one issue of **more** will be printed and the marketing sub-committee will consider activities to recommend to the full committee to leverage off the show.

Action:

- The Marketing Sub-Committee to meet in January and make recommendations to the full Committee in February about how CG could leverage off the Today Show should the initiative go ahead.

7. Evaluation Program Update

- A service level agreement has been reached with the CoGG Central Geelong and Waterfront Unit to undertake the evaluation activities including pedestrian counts, Stakeholder and Visitor Perception Survey until December 2008.
- The Evaluation Sub-Committee will review the CoGG Service Level Agreement throughout the agreement period.

8. Executive Update November/ December 2006

▪ Christmas in Central Geelong-

JSR reported promotion progressing well. Additional snow machine required to improve night snow coverage at The Carousel and Elves using more chocolate

and money than in previous years due to increased coverage and recognition throughout Central Geelong.

▪ **Discussion – Farmers Market Cooking School:**

Committee discussed whether to cancel the cooking school while Jo Norbury was on maternity leave or engage a guest chef.

Action:

- JSR to provide information to full committee for comment on trial cancellation of the cooking school or engagement of a guest chef while Jo Norbury goes on maternity leave.

▪ **Discussion - Police Safety Centre Lt Malop St**

Committee discussed the opportunity for Central Geelong to be involved in promoting CG experience through this centre if it goes ahead.

▪ **Discussion – Circus Geelong Sponsorship**

Sponsorship opportunity tabled. Funding is available in the budget for this event and also for innovative stakeholder training.

Action:

- JSR to distribute the Circus Geelong information to the Committee via email for consideration and response by early January.

10. 2006 – Year in Review/ Year Ahead

The committee did not discuss this item.

Section C– Confidential Matters

Meeting to be closed to general public to discuss confidential matters of the current agenda.

11. Confidential matters

There were no confidential matters discussed.

Section D – For information

12. General Business

- Committee discussed safety issues regarding Lt Malop Street.

Action:

- Mark Davis to forward the letter about the Neighbourhood Watch Committee to Cr John Mitchell.
- Jodie Smith-Reyntjes to add the discussion item “Geelong Safety Committee” to the February agenda.
- There will be no Committee meeting in January the next full Committee meeting will be in February.

13. Meeting Closed

- Next meeting is scheduled for Tuesday 13th February 2006, 7:30am at the Busport Office.

CGCM Committee Action List – 12th December 2006

Action	Who	Date for completion	Completed
To meet in January and make recommendations to the full Committee in regarding leveraging off the Today Show should it go ahead.	Marketing Sub-Committee	16/1/07	
To decide whether to cancel the Farmers Market Cooking School or engage a guest chef while Jo Norbury goes on maternity leave.	Full committee via email	12/1/07	
To distribute the Circus Geelong information to the Committee via email for consideration.	Jodie Smith-Reyntjes	11/1/07	
To forward the letter about the Neighbourhood Watch Committee to Cr John Mitchell.	Mark Davis	ASAP	
To add the discussion item “Geelong Safety Committee” to the February agenda.	Jodie Smith-Reyntjes	13/2/06	