

MINUTES

7:30am, Tuesday 14th March 2006
Central Geelong City Management Office, Busport
(17 Gheringhap Street, Geelong)



Section A – Procedural Matters

1. **Present:** Colin Kosky (Chair), John Sisley, Alex Stagg, Nolan Bradbury, Cr John Mitchell, Helene Bender, Sandy Kelly-Burton, Christine Jaeger, Peter Rodger, Jodie Smith-Reyntjes, Jarrod Johnstone, Belinda O’Keeffe (minutes)

Apologies: Joe Madunic, Sarah Baran, Jason Barnett

Not present: Mark Davis

2. **Declarations of Interests**

- No declarations of interest were made.

3. **Acceptance of previous minutes**

- Helene Bender moved and John Sisley seconded that the Committee meeting minutes dated 14th February 2006 are accepted as a true and accurate record.
Carried.

4. **Matters arising from previous minutes**

- CK advised the Lt Malop St Mall area issue has been bought up with both CoGG and the Police. The matter was also discussed at the Neighbourhood Watch Meeting. SKB advised she had met with Steve Bentley regarding organising for classical music to be played during the day.
- CK advised he had bought up the issues regarding the derelict shop next to Geelong Art Supplies on Ryrie St with Steve Bentley and JSR has asked Terry Demeo, City Development to assess whether there is a safety issue.

5. **Sub Committee Minutes (Taken as read):**

- Farmers Market Sub committee– No meeting was held in February.
 - JJ advised Saturday’s market was successful and all stalls were full. There were three new stallholders.
 - Stallholders will be offered a discounted rate if they pay for 3 months in advance during Winter only.
 - Farmers Market Sub Committee members will discuss continuation of market into new financial year including contract for market managers at the April Sub-Committee meeting.
- Marketing Sub Committee - Minutes of previous meeting (21/2/06)
 - Some projects were underspent in 2005 therefore there are available funds to be reallocated to new projects/ activities. Costings for a range of activities will be presented to the March 2006 sub-committee meeting who will then make a recommendation to the full committee for consideration at the CGCMC meeting in April 2006.

6. **Question time** – No members of the public were present.

Section B - Reports

7. **Finance Report December and January**

- Report tabled.
- JSR advised a lot of sponsorship has been paid this month.
- JSR will identify which projects were underspent and make suggestions on how the money could be spent on new projects or equipment and this will be presented as a

recommendation from the marketing sub-committee to the full committee meeting in April.

- HB suggested spending funds on branding items for events and equipment. ie Farmers Market table cloths, banner, marquees etc

Action:

- JSR to present the Marketing Sub-Committee with project and equipment recommendations for available marketing funds.

8. Executive Officer Update – February to March

- **VCAT** - hearing is on 10th April at 10am in Melbourne. Objections were made regarding exemption for individual businesses not about the rate as a whole.
- **Budget** - process has started. JSR has received forecast costs for administration.
- **Newsletter tabled**. Copies have been sent out to all stakeholders.
- **More** will be printed in May, Marketing will consider the content at the next meeting.
- **School Holiday Program** - commenced on Saturday. Giant yard games and a competition will feature. 50,000 fliers were distributed. Editorial was received from the Geelong Advertiser. Temp staff will be wearing the CG uniform.
- **Circus Bites** - brochure tabled. Brochure and expression of interest has gone out to all stakeholders. Discounted Circus Oz tickets will be given to us to distribute to workshop participants. Committee suggested stakeholders as well.
- **Butt Free City Week** will be launched on Monday 20th March. JSR has developed a good relationship with CoGG Waste Services.
- **Business Excellence Awards** - Central Geelong workshop takes place on 21st March at 7.30am at City Hall.
- **Commonwealth Games** – The Free City Bus operate throughout the Spirit of the Games Festival at Steampacket Gardens. The School Holiday Program flier will be printed on the back of the A5 maps.
- **Pedestrian Counts** – CoGG Central Geelong & Waterfront Unit will make a recommendation to the Evaluation Sub Committee next week whether we should continue with four pedestrian counts per year or offer another alternative to consider.
- **Visitor Perception Survey** – was mostly positive. CGCM brand was not very recognisable to the general public but our programs were but they could not be linked back to CGCM. 74% know who the Magic Meter Elves were.
- **Free City Bus** -evaluation will be provided to the Evaluation Sub Committee on Friday.
- **Main Street Conference** – JSR and Steve Bentley are working with conference organisers for 1 day of this conference to be in Geelong. 400 delegates will catch the train to Geelong and attend workshops. Lunch break will be 2 hours for exploring and shopping.

Action:

- JSR to give her card to John Mitchell so that he can follow up with V/Line about chartering a train for the conference.
- **ICTC Conference** – GOT has assisted CGCM with the application process for this committee.
- **Easter Trading Exemption** – CoGG advised it has pushed as hard as it can to get this exemption but is unable to push any further as it may effect its relationship with the State Government.
- **G21** – JSR attended the strategy workshop. JSR is happy to provide information to anyone who is interested.

Action:

- Committee to contact JSR if they are interested in information about the G21 meeting.
- **Staff Leave** – JJ will be on leave for two weeks as of 22nd March.
- CK asked JM about the Retail Strategy and whether CGCMC will have input. JM said yes and advised it is currently being worked on and he hasn't seen it yet.
- Committee discussed East West Traffic issues. JM advised his is available to discuss the recent council report with any committee members.

Action:

- JSR to forward a copy of the Council report including map of proposed changes to all committee members today.

9. Continuation of Special Rate

- Staff will be attending the hearing. Expect decision within 6 weeks of hearing.
- Suggested dates for the planning meetings have been sent to all committee. The suggested first date is 6th April. So far HB and MD can't attend.
- HB suggested it would be a good idea if all Committee and Councillors met each other. She thinks it is a good idea as it breaks down barriers. JM agreed it is good to see the human face.
- CK advised the first session is not a decision making session. He would like to bring in some people who are working on current/future CoGG plans and strategies. The second session will be making decisions on priorities and our role for the next five years.
- JSR advised nomination information for the next term of committee members will be sent to all stakeholder groups.
- CK advised it is an opportunity to review our membership and include more professional service reps.
- HB suggested including G21, and the Committee for Geelong.
- JSR advised there would need to be an amendment to the Terms of Reference to include 2 retail and 2 professional services reps.

Action:

- JSR to contact committee members who aren't present today ASAP to find out if they can attend the planning sessions.
- Present Committee members to contact JSR, ASAP if they haven't already replied regarding the planning dates.
- Committee to advise CK if they have any further suggestions about new stakeholder representation.

Section C – Confidential Matters

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

10. Confidential matters

- Nil confidential matters.

Section D – For information**11. General Business**

- CK represented CGCMC on the Western Wedge Reference Group. CK's notes are in the meeting pack. He will continue to provide information to the committee about further meetings.
- HB asked if the boundaries of CG can be changed to include the Western Wedge.

Action:

- JSR to find out if the CG boundaries can be changed to include the Western Wedge.
- CK and JSR will meet with GOT to discuss a possible partnership. It could be a sponsorship or a in-kind mutually beneficial partnership. CK will advise committee in May.
- Steve Bentley has asked if someone from the Committee would like to attend the alfresco issues meeting.
- JM advised at first there were 150 issues re alfresco dining and now there are only 18 that CoGG cannot fix.

12. End of Meeting – next meeting Tuesday, 11th April 006, 7.30am CGCMC Office Busport

CGCM Committee Action List – 14th March 2006

Action	Who	Date for completion	Completed
To present the Marketing Sub-Committee with project and equipment recommendations for available marketing funds.	JSR	21/03/06	Yes
To give her card to John Mitchell so that he can follow up with V/Line about chartering a train for the conference.	JSR	17/3/06	Yes
To contact JSR if you are interested in information about the G21 meeting.	Full Committee	11/4/06	
To forward a copy of the East West Traffic Council report including map of proposed changes to all committee members today.	JSR	14/3/06	Yes
To contact committee members who aren't present today ASAP to find out if they can attend the planning sessions.	JSR	17/3/06	Yes
Present Committee members to contact JSR ASAP if they haven't replied re the planning dates.	Full Committee	17/3/06	
To advise CK if they have any further suggestions about new stakeholder representation.	Full Committee	11/4/06	