

Central Geelong Marketing Committee  
Meeting Minutes  
Tuesday, 13<sup>th</sup> February 2007, 7.30am  
CGM Office, Busport

1. **Welcome and Apologies**

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

**Apologies:** Mark Davis, Annette Cotter

**Not Present:** Jimmy Javni, Kate Messenger

2. **Declarations of interests.**

None declared.

3. **Acceptance of previous minutes**

Moved Jason Barnett, seconded Paul Smart that the minutes of meeting dated 12 December 2006 are accepted as a true and accurate record. **Carried.**

4. **Matters Arising from Previous Minutes**

**Review of Action List:**

**Action:**

- Mark Davis to advise whether he has forwarded the Neighbourhood Watch letter to Cr. John Mitchell.

5. **Sub Committee Minutes (taken as read)**

- Marketing Sub Committee minutes 16/1/07.
- Evaluation Sub Committee Minutes 19/01/07

6. **Question Time**

No members of the public were present.

**Section B - Reports**

7. **Finance Reports**

Finance Report January 2007. Tabled.

Quarterly report - Expenditure vs Annual Activity Plan as at January 2007. Tabled.

**Action:**

- Committee to decide how to allocate unspent funds at the March Committee meeting.

8. **Westfield Development**

**Decision:**

Committee agreed that Westfield could sponsor a networking function to be held in April to enable them to provide information about their development to stakeholders.

**Action:**

- JSR to advise Annette Cotter that Westfield can sponsor a networking function to be held in April.

9. **Review of Marketing Sub-Committee Role**

The evaluation sub-committee reviewed the role of the marketing sub-committee at its January meeting. The committee discussed the recommendations made.

**Recommendation:**

The Marketing Sub-Committee is to continue in its current role and this is to be reviewed in 12 months time. Moved by Andrew Senia and seconded by John Sisley. All in favour. **Carried.**

**Recommendation:**

The Farmers Market sub-committee to merge with the marketing sub-committee. Moved Peter Rodger and seconded Paul Smart. All in favour. **Carried.**

**Action:**

- JSR to include the Farmers Market as an ongoing agenda item at every Marketing Sub Committee meeting.

10. **Executive Update - January - February 2007**

▪ **Christmas in Central Geelong**

Evaluation report tabled.

▪ **Magic Meter Elf Parking Promotion**

Evaluation report tabled.

▪ **Circus Geelong**

This event for the 2006-2007 financial year has been cancelled. As a result an email was circulated to committee members regarding the proposed arts event for 11 March 2007. All responses from committee members were favourable and planning for the event is now underway utilising the funds allocated this financial year to the circus event. Currently interest from the arts community is being sought via a call for expressions of interest from potential stallholders. If there is insufficient interest shown by potential stallholders by 21 February then the feasibility of the event will be reviewed. A minimum of approximately 20 stallholders will be required.

▪ **Mainstreet Conference**

JSR advised planning for the conference is progressing. Charter train to/ from Geelong is a vital component in the success of the event and has the ability to impact on Geelong's success in securing future conferences such as the ICTC 2008

**Action:**

- JSR to email Committee members advising that there are some tickets available for Day 1 of the Mainstreet Conference in Geelong.

▪ **Central Geelong Structure Plan Submission**

**Action**

- JSR to email draft CGM submission on structure plan to all committee members for comment and allow 1 week for responses.

**11. Geelong Safety Committee**

Steve Bentley tabled the Central Geelong Safety report and advised the Committee of its contents.

**Action:**

- JSR to investigate opportunities to encourage businesses operators to light up their windows at night which will help to make Central Geelong safer for consideration at the March committee meeting.
- JSR to write a letter of appreciation to Geelong Police regarding satisfaction with recent increased presence of police in Central Geelong and support for this to continue.

**Section C - Confidential Matters**

**12. Confidential Matters**

No confidential matters were discussed.

**Section D - For Information**

**13. General Business**

No general business was discussed.

**14. Meeting Closed**

The meeting Closed at 9.10 am. The next meeting will be on Tuesday, 13<sup>th</sup> March 2007 at 7.30am in the CGM meeting room, Busport.

### Evaluation Sub-Committee Action List – 13<sup>th</sup> February 2007

| Action  | Who                  | Date for completion | Completed |
|---|----------------------|---------------------|-----------|
| To advise whether he has forwarded the Neighbourhood Watch letter to Cr. John Mitchell.   | Mark Davis           | 13/3/07             | Yes       |
| To decide how to allocate unspent funds at the March Committee meeting.   | Committee            | 13/3/07             | Yes       |
| To advise Annette Cotter that Westfield can sponsor a April Networking Function.  | Jodie Smith-Reyntjes | 13/3/07             | Yes       |
| To include the Farmers Market as an agenda item at every Marketing Sub Committee meeting.   | Jodie Smith-Reyntjes | Ongoing             | Yes       |
| To advise Committee members via email that there are limited tickets available for Day 1 of the Mainstreet Conference.                          | Jodie Smith-Reyntjes | 23/2/07             | Yes       |
| To review the draft CGM submission on the Central Geelong Structure Plan.   | Committee            | 21/2/07             | Yes       |
| To provide details to committee on how to encourage businesses operators to light up their windows at night to help make Central Geelong safer. | Jodie Smith-Reyntjes | 13/3/07             | Yes       |
| To write a letter regarding appreciation of increased police presence in Central Geelong and support for continuation.                          | Jodie Smith-Reyntjes | 28/2/07             | Yes       |