

MINUTES

7:30am, Tuesday 20th November 2007
Central Geelong Marketing Office, Busport
(17 Gheringhap Street, Geelong)

Section A – Procedural Matters

1. **Welcome/Apologies**

Present: Mark Davis (Acting Chair), Jas Thethy, Sharon Guest-Wallace, Jason Barnett, Sandy Kelly-Burton, Annette Cotter, Andrew Senia, Peter Temple, Kate Messenger, Cr John Mitchell, Jodie Smith-Reyntjes, Emma Moody, Belinda O’Keeffe (minutes).

Apologies: Colin Kosky, John Sisley

Not Present: Julie Hyslop

Mark Davis welcomed Peter Temple representing Geelong by the Bay Tourism to the Committee.

2. **Declarations of Interests**

No declaration of interests made.

3. **Acceptance of previous minutes**

Moved Jason Barnett, seconded Sharon Guest-Wallace that the minutes of a meeting dated 16th October 2007 be accepted as a true and accurate record.

4. **Matters arising from previous minutes**

All items actioned.

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

Marketing sub-committee meeting was not held as there was no quorum.

6. **Question time – opportunity for questions from public gallery.**

No members of the public were present.

Section B - Reports

7. **Finance Report**

Report tabled for October 2007. JSR reported that project delivery is on track and committed funds for October including sponsorship of City Bus and Park & Ride which will process in November will bring the YTD Actual closer to YTD budget in November.

8. **Recommendation - Art in the Park**

JSR outlined Arts in the Park brief.

Recommendation: To support the Arts in the Park 2008 event as per brief

Discussion:

- General Committee discussion in favour of the event included: a great opportunity for CG businesses to get involved, entertainment could be placed in other parts of the city so that other business benefit, contact traders early to ensure they open on the Sunday. Discussion against the event included: if the event is on a Sunday, shops won’t be open; the event is only in one part of town therefore all stakeholders will not benefit.

Decision:

- Annette Cotter moved and Jas Thethy seconded the recommendation to implement the Arts in the Park 2008 event. All in favour. **Carried.**

9. **Recommendation – Central Geelong Privilege Card**

Jodie Smith-Reyntjes tabled the proposal.

Recommendation: Support the joint CGM/ GOT privilege card for a further 12 months period with increased commitments from GOT regarding increased communications installation of POS material, improved print format.

Committee discussion:

- General Committee discussion in favour of the privilege card included: give it another 12 months; expand it and send it out into the suburbs; perception by stakeholders is that they believe the card adds value; meet with stakeholders and explain the value of the card and how it works. Discussion against the privilege card included: we spend too much time and effort to get data back from stakeholders; privilege cards have been done to death; we are preaching to the converted if we only focus on CG workers and residents.

Decision:

- Cr. John Mitchell moved the recommendation and Mark Davis seconded it. One committee member voted in favour, five were against it, and four committee members abstained from the vote.

Action:

- Marketing Sub Committee to discuss this decision regarding the privilege card at their next meeting.

10. Executive Officer Update

Jodie Smith-Reyntjes provided the committee with an update on current and upcoming projects and events including:

- *Sidewalk Sales* – very successful with large crowds. Estimated economic benefit around the \$1.3 million mark. Still getting feedback from participating traders.
- *Networking event* – 26 November 6.00pm at Wool Exchange who are sponsoring the event. Committee members to advise if they are attending ASAP.
- *Newsletter* – quarterly newsletter distributed 19 November 2007 – increased to 3 double sided pages.
- *Visual Merchandising Workshops* – to be held on 22 November at Phoenix Hotel.
- *Geelong Show* – display was valuable, thanks to Committee members who assisted.
- *Seniors Festival* – poor response to offer, cancelled buses, believe better response would be received outside of suburban Geelong in future years.
- *Toast to the Coast* – extremely poor weather with low use of buses on Saturday and buses cancelled on Saturday due driver issue. CGM received full sponsor recognition.
- *Farmers Market* – over 3900 people counted at November Farmers Market. JSR ran the November market with stallholders trading well. Survey conducted in November with results available shortly.
- *Business Lighting* - options will be reviewed at the December meeting.
- Lt Malop St Night Markets – no response received to second letter regarding CGM offer of sponsorship – to be discussed at December marketing sub-committee meeting.
- *Geelong Business Expo* – CGM promoted Expo sessions with Deb Templar to all traders via information update.
- *Love Central Geelong More campaign* – launched at Geelong Show, use of logo in all current advertising, additional photo shoots arranged for next fortnight.
- *Christmas in Central Geelong Campaign* is underway with all elements finalised including obtaining Geelong News sponsorship. Decals to be installed from Friday 23 November to Friday 30 November.

11. Proposal for an activities and exercise park

Andrew Senia outlined his proposal and the communication he has received from the City of Greater Geelong in regards to it.

Committee discussion:

- General Committee discussion in favour of the the Exercise Park included: the idea has merit; the park would attract people from outside CG who would then go on to spend in CG; put together a focus group to brainstorm the idea. Discussion against the Exercise Park included: CGMC is not the right body to approach about this event; most people exercise out of business hours; CGMC does not have the resources or funds to commit to this project.

Decision:

- Interested people should meet, form a focus group and write a preliminary plan for consideration.

Action:

- Andrew Senia, Jas Thethy and Cr. John Mitchell to meet and produce a preliminary plan and report back to the Committee.

Section C– Confidential Matters

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

11. Confidential matters

- Nil confidential matters.

Section D – For information

12. General Business

- Safety Cameras - Cr. John Mitchell advised that the minister was wrong and the submission was right. There is \$300,000 committed to safety cameras by the Government.
- Thank you received from Jason Barnett and family for Committee gift and good wishes on birth of his daughter.

13. 9:30am: Meeting Closed

Next Meeting scheduled for Tuesday 18th December 2007, 7:30am – Christmas breakfast at venue to be advised. Support for taking a walk through Central Geelong to end December meeting to view Christmas in Central Geelong decorations.

Action List – November 2007

Action	Who	Date for completion	Completed
Commence implementation of Arts in the Park event	JSR/ EM	09/03/08	Yes
Marketing Sub Committee to discuss Privilege Card decision at their next meeting.	JSR/ MKTG SC	04/12/07	Yes
Prepare brief re Business Lighting Options for consideration at December meeting	JSR	18/12/07	Yes
Marketing sub-committee to discuss nil response from Lt Malop St Night Market Committee re offer of sponsorship.	JSR/MKTG SC	04/12/07	Yes
Andrew Senia, Jas Thethy and Cr. John Mitchell to meet and produce a preliminary plan re activity and exercise park and report back to the Committee	AS/ JT/JM	18/12/07	Yes