

Minutes

7:30am, Tuesday 18th March 2008
Central Geelong Marketing Committee
CGM Office, Busport, 17 Gheringhap St, Geelong.

Section A – Procedural Matters

1. Welcome/Apologies

Colin Kosky (Chair), Annette Cotter, John Sisley, Jason Barnett, Sandy Kelly-Burton, Andrew Senia, Simon Parrott, Lee Priest, Cr John Mitchell, Emma Clark, Belinda O’Keeffe (minutes)

Apologies: Mark Davis, Jas Thethy, Julie Hyslop

Committee welcomed new committee member Lee Priest, who is representing Tourism Geelong.

2. Declarations of Interests

No declaration of interests were made.

3. Acceptance of previous minutes

Moved Annette Cotter, seconded Simon Parrott that the minutes of the meeting dated 19 February 2008 be accepted as a true and accurate record. All in favor. **Carried.**

4. Matters arising from previous minutes

- All items actioned.

5. Sub Committee Minutes (Taken as read):

- Marketing Sub-committee meeting held 04/03/2008.

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

Section B - Reports

7. Finance Report

- Report for February 2008 report tabled.
- Farmers Market is only \$50 over budget.
- There are still a few projects that have not been completed this year.
- There is not as much funding available as initially expected. EC will advise Committee at the next meeting which projects are undelivered and how much we have to cut back.

8. Annual Activities Planning Process & workshop dates

- Wed 19th March 2008 – 4.30pm to 7.30pm – City Hall, Meeting room 3
- Mon 28th April 2008 – 4.30pm to 6.00pm – City Hall, Meeting room 3

Emma and Colin advised the Committee about the workshop process.

9. Executive Officer Update

- **Networking event** - only 50 people attended but they did enjoy the networking. EC asked the Committee to think about how we can increase attendance. A suggestion was made to look at speed networking.
- **Pride Campaign** - Currently there are four ads per week running as well as cinema ads.
- **Arts in the Park** – Was a successful event with over 3000 people attending and 35 stallholders. Very positive feedback has been received as well as a large amount of editorial. A Geelong Advertiser photographer attended and subsequently there was

a middle page spread in the Monday newspaper. Patrons were surveyed and a debrief with stakeholders is being held this Thursday.

- **Farmers Market** – Was held in conjunction with the Buy Local Auction. 4000 people attending the Farmers Market and about 300 attended the Buy Local auction. Trading hours was extended until 2pm. The Farmers Market slowed down at 12.30pm, so it wasn't worthwhile extending the market until 2pm. If there is going to be another Buy Local Auction at the market it should start and finish with us.

Shelley is reviewing the stallholder guidelines, and asking stallholders for feedback on the guidelines. Belinda is working on a funding application for existing markets from Regional Development Victoria. Emma is seeking sponsorship of the Market.

SP suggested calling restaurant and cafés to find out who their suppliers are. EC will talk to PACE about how to expand our marketing to another demographic.

Action:

BOK to forward the Farmers Market Guidelines to SP so he can assist with sourcing new stallholders.

- **School Holiday Program** – The Fun Guide going out today.
- **Bounce** – School Holiday activities are running in partnership with this event. Most activity happening in Lt Malop St west and then moving onto the Waterfront on the weekend.
- **Lt Malop/Yarra Street** – Brochure was distributed last week.
- **Business Lighting Program** – going out next month.
- **Business Excellence Awards Workshop** – 27/3/08 at 6.00pm.

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

- Committee discussed some ideas for networking will discuss further at the Marketing Sub-Committee Meeting.

12. Meeting closed

Next Meeting scheduled for Tuesday 15th April 2008, 7:30am at CGM offices at Busport, 17 Gheringhap Street, Central Geelong.

Action List – March 2008

Action	Who	Date for completion	Completed
To forward the Farmers Market Guidelines to Simon Parrott so he can assist with sourcing new stallholders for the Farmers Market.	Belinda O'Keeffe	15/04/08	