

<b>Date</b>	<b>MINUTES of 9<sup>th</sup> April 2013</b>
<b>Time</b>	<b>7.30-9.05am</b>
<b>Venue</b>	<b>The Church, Symes Accountants, Twelfth St. Gawler South</b>

**1. Attendance**

<b>Attendees</b>	<b>Louise Drummond (Chair), Personal Touch Home Cleaning- Other</b> <b>Stephen Arthur (Deputy Chair), BDO-Town Centre</b> <b>Peter Caddy (Treasurer), Symes Accountants- Gawler South</b> <b>Margie Betts (Secretary), The Bunyip- Town Centre</b> <b>Greg Matz, Mensland- Town Centre</b> <b>Steven Clark, Steven M Clark P/L- Gawler South</b> <b>Mick Tucker, Mick's Motorcycles Gawler- Evanston</b> <b>Annette Farrow, The Helium House- Other</b> <b>Trevor Gent, Gawler Bearings &amp; Industrial Supplies- Willaston Cr.</b> <b>Kim Peake-Kornacraft Sewing Centre</b> <b>Deb -The Wright Quilting Shop</b> <b>Sigrid Murljadic- Business Liaison &amp; Marketing Officer (BLMO)</b>
<b>Apologies</b>	<b>Cr. Kevin Fischer, Town of Gawler</b> <b>Brett Whitford, Simplicity Funerals</b>
<b>Absent</b>	

**2. Confirmation of Minutes- 12<sup>th</sup> March 2013**
**Corrections-**

**3g.** 11.4 million should read 1.4million

**6a.** Motion: Transfer of domain name gawler.org.au to the ownership of the GBDG Inc. is approved (delete gawlergold.com.au).

**Motion:**

The GBDG Minutes of 12<sup>th</sup> March 2013 (with the above corrections) are accepted as a true and accurate record.

**Moved:** Kim Peake

**Seconded:** Margie Betts

**Carried**

**3. Business Arising**

a) Michael Kies Training

It was agreed that the Michael Kies course based on customer service, sales and skills, would benefit and reinvigorate most businesses. After general discussion it was decided that the number of staff attending per business would **not** be limited. If the problem arose that the training course (limited to 50) was fully booked, the Board would consider running a second course. To ensure attendance, businesses would be required to pay a registration

fee of \$35 for each participant. The Michael Kies course would be held in the evening 6-7.30pm fortnightly and promoted by; email/ newsletter, The Bunyip and handouts (flyers).

**Motion:** The Michael Kies Training proposal, at a value of \$10,000, is accepted. The number of staff per business is not limited, but a registration fee of \$35 is to apply to each participant booking.

**Moved:** Peter Caddy

**Seconded:** Greg Matz

**Carried**

b) MainstreetSA State Conference 17<sup>th</sup> April / Bus

Louise, unable to attend due to personal reasons, nominated Kim Peake as her delegate. Steven Clark is also unable to attend due to work commitments. In the absence of a Board member being able to attend the MainstreetSA Conference, it was decided that a main street trader, who had expressed an interest in the event, be invited to attend.

**Motion:** Either Gina Nitschke (Cups 'n Cakes) or Lesley (Lesley's Boutique) is invited to attend the MainstreetSA Conference and report back to the GBDG Board.

**Moved:** Greg Matz

**Seconded:** Annette Farrow

**Carried**

c) Hero Building

Louise met with Alec Shaw and had a very positive meeting, regarding the hero building. Hotbread Bakery proprietors however were reluctant to proceed with the project. It was explained that their building and business would receive free publicity, an improved appearance and greater recognition. If the proprietors did not agree to the rejuvenation of their building, another location would need to be found.

Other suggested buildings were;

Super Elliots (previously identified), the Chinese Restaurant, Potger/ Batten complex and the complex of buildings by Tony Piccolo's office.

**Action:** Greg Matz to approach Gawler Hotbread Bakery to discuss the possibility of undertaking the Hero Building project.

d) Keynote Speaker

It was discussed that Martin Grunstein's website was very interesting and impressive and that his twelve month follow-up proposal was very beneficial and good value.

**Motion:** Martin Grunstein's keynote speaker proposal at a cost of \$4,500 (plus GST, travel expenses and accommodation) is accepted.

**Moved:** Kim Peake

**Seconded:** Margie Betts

**Carried**

**Action:** Sigrid to confirm availability of Martin Grinstein and the GBJC for May.

e) 2013/14 Business Plan

Louise presented the 2013/14 Business Plan/ Marketing Plan to Council at its meeting on the 26<sup>th</sup> March. The Plan was well received, but may still need to be added as an agenda item and passed, thus authorising council staff the collection and distribution of the Marketing Levy.

f) Database Use

Several businesses had requested the use of the database. The businesses were informed that the database was restricted to use by the GBDG and not for individual business use.

**Motion:** The use of the GBDG database is restricted, only to be used by the GBDG Inc. and not by any other individual business or organisation.

**Moved:** Steven Clark

**Seconded:** Margie Betts

**Carried**

g) Merchandising

Louise met with Alec Shaw (ToG) to discuss the possibility of a jazz festival. Alec suggested having a jazz festival in early November 2013 to launch 'Gawler Glowing' (Christmas window displays), and the Christmas competition (win a car).

Stephen Arthur had provided Louise with information from the Adelaide Hills Jazz Festival. As a result Louise had contacted the organisers and was organising to meet with them to discuss the possibility of hosting a jazz festival for Gawler.

The winner of the 'best window' could be judged at the launch of 'Gawler Glowing'. Judging at the launch would ensure that businesses had their Christmas window displays ready.

**Motion:** A suitable merchandiser is engaged to provide assistance to businesses with their 'Gawler Glowing' window displays.

**Moved:** Steven Clarke

**Seconded:** Annette Farrow

**Carried**

**Action:** Sigrid to contact Lorraine Thornton and MainstreetSA for recommendations regarding a merchandiser.

h) Willaston Signage- Report by Cr. Kevin Fischer Tabled

**Action:** Sigrid to follow up the letter submitted to Council regarding the request for the installation of a Willaston Trade Centre sign.

Peter Caddy commented that he had visited the Salisbury industrial centre and was impressed by the signage. The signage made it easy for him to find the business he was seeking.

**Action:** Sigrid to take pictures of the Salisbury industrial signage

#### 4. Chair's Report

a) Creativity and Culture Workshop by Prof. Jean-Alain Heraud- Flyer Tabled  
Louise and Sigrid attended a 'Creativity and Culture' workshop on the 21<sup>st</sup> March by Prof. Jean-Alain Heraud. He was invited by Regional Development Australia Barossa (RDAB) to present the workshop, whilst in Australia lecturing at Uni SA. The workshop focussed on how culture and creativity can be and is an economic driver in many places. He spoke of the importance of culture and creativity in attracting tourism and artistic professions.

b) Events- Events Suggestions Tabled  
Unfortunately Louise was unable to attend the RDAB Events Regional Strategy workshop, due to a venue change and lack of notification. Sigrid had attended the workshop on the following day. Louise however had discussions with facilitators to ensure Gawler was included in the Strategy.

There was general discussion on the merits of a Bicycle SA event and a music/ Gawler Gourmet festival. A jazz festival already had support from several hoteliers. An outdoors movie session had been held in Apex Park as part of the Youth Week activities and had been a great success.

**Action:** Peter Caddy to explore the possibility of Gawler hosting a bicycle event, with Bicycle SA.

#### Treasurer's Report

a) April Report- Tabled  
Monthly expenses included; advertising, MainstreetSA Conference, Business Liaison Officer, monthly competitions and website maintenance. Payment had been received from Council and there was a balance of \$103,000.

**Motion:** The Treasurer's April (2013) Financial Report is accepted.

**Moved:** Peter Caddy      **Seconded:** Stephen Arthur      **Carried**

b) Internet Banking (carried over)

c) Auditor Appointment (carried over)

d) Signatories (carried over)

**Profit & Loss**  
**Gawler Business Development Group Inc**  
**March 2013**

**Income**

Council Receipts	\$36,250.00		
Interest Income	\$70.76		no gst
Other Revenue			
<b>Total Income</b>	<b>\$36,320.76</b>		

**Gross Profit** **\$36,320.76**

**Less Operating Expenses**

Advertising	\$1,729.82	134,138	
Bank Fees	\$3.00		no gst
Conference	\$518.18	139	
Executive Officer - Sigrid	\$4,064.00	136,140	
Prizes	\$500.00	141	no gst
General Expenses			
Hire of venue			
Insurance			
Membership			
Office Expenses			
Website etc	\$977.05	137	
Graphic design	\$334.00	133	no gst
PBM - other			
PBM - Website		135 cancelled	
Printing & Stationery			
Training			
<b>Total Operating Expenses</b>	<b>\$8,126.05</b>		

**Net Profit** **\$28,194.71**

**Bank Balance @ 31/3/13** **\$103,664.69**

GST payable for March quarte	\$7,250.00
GST ITC	\$2,301.42
<b>NET GST for BAS</b>	<b>\$4,948.58</b>

## 5. Marketing-

- a) March Easter Campaign won by Briony Campbell of Willaston
- b) Footy (April) Promotion underway, 49 entries- Advertisement Tabled
- c) May Campaign (Refer to Marketing Committee)
- d) Renew Gawler Display Guidelines (carried over)
- e) Gawler Glowing (see 3.g Merchandising)
- f) SALA Festival

Sigrid had met with the Gawler Art Society to discuss South Australian Living Artists (SALA) Festival. After general discussion it was decided that the Gawler Art Society, Gawler Gallery, various individual artists and GBDG would endeavour to work together to build a Gawler Art Trail; extending from Trinity, incorporating the Gawler Gallery at the Railway Station, The Institute, Visitor Information Centre and whatever empty shops could be utilised in Murray St.

The SALA 'Premium' registration cost for several locations was \$450. Involved artists and groups could still register with SALA to receive individual marketing. It was discussed that cafe and restaurant venues also be utilised for the trail. Sigrid to organise venues.

**Motion:** The payment of \$450 for SALA Premium registration is approved.

**Moved:** Kim Peake

**Seconded:** Margie Betts

**Carried**

## 6. Website Committee-

- a) April Report- Tabled
- (Notes To Be Supplied)

**7. Correspondence- Tabled****8. Business Liaison Report- Tabled****9. Other Business**a) Gawler Show Sponsorship

It was decided that the GBDG would not sponsor the Gawler Show but the event would be supported by promotion on [www.gawler.org.au](http://www.gawler.org.au)

## b) Home-based Business Membership (outside ToG) (carried over)

## c) Meeting with Grant Writer, Jenny Flemming, Vic Izzo &amp; Mayor delayed

d) Pigeons/ Ashley Grace

**Action:** Ashley Grace's letter to be forwarded to council and Ashley to be notified.

e) Banners

Generic GBDG banners should be used to promote the monthly competitions and website, instead of Mother's Day and Father's Day. The banners are to have a white background, branding (3 bags) and are targeted at the consumer market (not businesses).

## f) Mailchimp (carried over)

**Meeting Closed:** 9.05am

**Next Meeting:** Tuesday 14<sup>th</sup> May 2013



Chairperson

Louise Drummond