

Date	MINUTES of 10th December 2013
Time	7.30-9.00am
Venue	The Church, Symes Accountants, Twelfth St. Gawler South

1. Attendance

Attendees	Louise Drummond, Personal Touch Home Cleaning- Other Peter Caddy (Treasurer), Symes Accountants- Gawler South Kim Peake, Kornacraft Sewing Centre- Town Centre Gary Iremonger (Deputy Chair)- Eagle Foundry- Other Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Helen Glen, Employment Directions- Gawler South Dianne Borrington, Aura Homewares- Town Centre Samantha Horsburgh, Aura Homewares- Town Centre Greg Matz, Mensland- Town Centre Cr. Kevin Fischer, Town of Gawler Sigrid Murljacic- Business Liaison & Marketing Officer (BLMO)
Guests	Craig Grocke, Regional Development Australia Barossa (RDAB)
Apologies	Daniel Phillips- Newton's Building & Garden Supplies- Evanston
Absent	

2. Confirmation of Minutes- 12th November 2013

Motion:

The GBDG Minutes of 12th November 2013 are accepted as a true and accurate record.

Moved: Greg Matz

Seconded: Kim Peake

Carried

3. Business Arising-

a) AGM/ Nomination of Chairperson

Deputy Chairperson, Gary Iremonger called for nominations for the vacant position of Chairperson.

Motion: Louise Drummond is nominated for the position of Chairperson for a period of twelve (12) months.

Moved: Greg Matz

Seconded: Kim Peake

Carried Unanimously

b) Totally Locally, Craig Grocke, RDAB- 2 Posters Tabled

The founder of Totally Locally, Chris Sands had initiated a drive to support local businesses hard hit in the West Yorkshire area by the GFC and severe flooding. He designed marketing collateral and a self help 'tool kit' to enable shared use to promote localism at a low cost.

See <http://www.totally-locally.co.uk/> & <https://www.facebook.com/TotallyLocallyPeople>

Different components of the campaign can be changed to suit the individual town.

Testimonials such as "Did you know we support.....", "I like this shop because....." can all be used as promotional tools. A similar example is 'Incredible Edible', which promotes local produce and an appreciation of growing fresh produce. Chris Sands will be returning to the Barossa to further promote Totally Locally.

Louise thanked Craig for his presentation.

c) 2014 MainstreetSA Conference Sponsorship- Tabled

After consideration of both, the tabled letter from MainstreetSA and Council's request for sponsorship, it was decided that it was more appropriate to assist Council in its effort to host the 2014 MainstreetSA Conference than adopt a sponsorship package. The Board agreed to assist Council by contributing \$7500 (half of the \$15000 required to secure the Conference), demonstrating unity of purpose and a partnership. Sponsorship to occur with the condition that GBDG branding is to appear on marketing material.

Motion: The GBDG Board agrees to sponsor Gawler Council with a contribution of \$7500 in support of the 2014 MainstreetSA Conference, with the proviso that GBDG branding appear on subsequent promotional material.

Moved: Greg Matz

Seconded: Helen Glen

Carried

d) Hero Building- HT Constructions

Since the meeting with Milton of HT Constructions, owners of the Gawler Hotbread Bakery, Tran and Qui, had emailed their request for a quote and followed up with calls. Having received no response, Sigrid has also followed up with an email and is awaiting a reply.

e) Jazz Festival Survey-Tabled

The Jazz Festival survey/feedback was considered very positive. It was thought that any future events could be event managed by the GBDG Board with the assistance of Helen Glen, Gary Iremonger, Sigrid Murljadic and additional administration support. Louise had received an email from the Mildura Jazz Festival with concerns in regard to the Gawler and Mildura Festivals occurring on the same weekend. Jack Thompson, President of the River City Jazz Club, was advised that the chosen weekend suited the local area and its scheduled events.

f) SALA Report- Tabled

The SALA event was considered to be a successful event by those involved. Exhibiting artists had expressed a desire to become more involved and participate in organising the event. They had suggested forming a committee of artists to co-ordinate the event, judge the quality of art works, invite more high profile artists, market more actively to their clientele, and have more ownership.

g) Martin Johnson, Change Music Festival

Martin had meet with Sigrid to discuss how the GBDG could assist with promoting/ marketing the Change Music Festival, commemorating Gawler's 175th year. As the event is to be housed in historical buildings, where businesses are located, assistance for the cost of printing posters (100) and flyers (1000) was offered.

Gary Iremonger attended the 175th Committee meeting on behalf of the GBDG. He reported that the Committee was seeking a contribution towards fifteen (15) commemorative plaques which cost \$9000. Cr. Kevin Fischer reported that a contribution towards a third pair of overhead banner poles was also sought which would allow the 175th banner to be displayed for the entire year.

h) Simply Pine / Essex House

A meeting with Michael Mattei had been initiated by Cr. Brian Thom to discuss activating Essex House and the issue of pigeon control. Greg, Gary and Sigrid had met with Michael, to discuss the 'Markets on Murray' concept; Pop-up shops/stalls for home grown businesses, artists and produce where products such as olive oil, Wintulichs and antiques etc. could be displayed and sold.

Michael advised that all deals to lease the building had fallen through and he would be interested in considering such a proposal. It was discussed that stall holders would be expected to a pay monthly rental, which would assist in maintaining the building and rates. Assistance from community groups such as the Men's Shed and Employment or Youth projects may be able to revitalise the building.

Cr. Kevin Fischer reported that Rob of Jim's Pest Control had provided a reasonable quote for pigeon control in comparison to that provided by council. Michael is to ensure the toilets and rear of building are in a satisfactory condition prior to use.

Action: Craig Grocke to follow up with contact details of Construction Industry Training Board, who are able to organise trade training and historic restorations as one week projects.

i) Gawler CBD WiFi- Tabled

Free WiFi for the CBD had been further explored by council. Two options were available; \$50,000 for free WiFi in the town or alternatively businesses could purchase a free WiFi package for \$1000.

To be discussed at the Planning session.

j) Brochures/Welcome Pack- Tabled

To be discussed at the Planning session.

k) Education Cluster

Louise has spoken to several interested parties. Anne Moroney, RDAB to be contacted in regards to participating in discussions. The meeting is to occur in the New Year.

4. Treasurer's Report

a) November Report- Tabled

Motion: The November Treasurer's Report is accepted (see below).

Moved: Peter Caddy

Seconded: Greg Matz

Carried

JAZZ FESTIVAL COSTS 2013

	Incl GST	Ex GST
Production Solutions	\$17,600.00	\$16,000.00
Posters	\$50.00	\$45.45
Banners	\$4,114.00	\$3,740.00
Advertising	\$2,303.82	\$2,094.38
Band for launch	\$350.00	\$318.18
Mailout	\$262.20	\$238.36
Catering for launch	\$412.50	\$375.00
TOTAL	\$25,092.52	\$22,811.38

**Income and Expenses
Gawler Business Development Group Inc
YEAR to NOVEMBER 2013**

Income	
Council Receipts	\$46,090.91
Interest Income	\$419.38
Kies Training	\$413.64
Memberships	\$300.00
Other Revenue	\$257.73
Total Income	\$47,481.66
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Gross Profit	\$47,481.66
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Less Operating Expenses	
Advertising	\$10,486.94
Bank Fees	\$32.85
Conference	\$70.00
Speakers	\$7,780.00
Executive Officer - Sigrid	\$24,521.50
Prizes	\$2,000.00
General Expenses	\$1,325.68
Hire of venue	\$1,581.82
Insurance	\$2,854.42
Membership	\$0.00
Office Expenses	\$0.00
Website etc	\$2,899.32
Graphic design	\$1,547.50
Printing & Stationery	\$765.05
Postage	\$490.75
Training	\$262.15
Jazz Festival	\$22,811.38
Total Operating Expenses	\$79,429.36
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Net Profit	-\$31,947.71

a) Internet Banking (carried over)

b) Credit Card Application (carried over)

Income and Expenses
Gawler Business Development Group Inc
NOVEMBER 2013

Income		
Council Receipts		
Interest Income	\$88.94	
Kies Training		
Memberships		
Other Revenue		
Total Income	\$88.94	
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Gross Profit	\$88.94	
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Less Operating Expenses		
Advertising	\$2,076.91	237,238
Bank Fees	\$8.25	
Conference		
Speakers	\$1,160.00	231
Executive Officer - Sigrid	\$4,672.50	232,239
Prizes		
General Expenses	\$1,000.00	226
Hire of venue	\$345.45	234
Insurance		
Membership		
Office Expenses		
Website etc	\$468.05	228
Graphic design	\$374.00	229
Printing & Stationery	\$258.42	230,232
Postage		
Training		
Jazz Festival	\$15,265.93	225, 232, 233, 227, 236, 237, 238
Total Operating Expenses	\$25,629.50	
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Net Profit	-\$25,540.56	
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Bank Account @ 29/11/13	\$65,657.65	
less outstanding cheques	\$2,160.00	226,231
Cash Available	\$63,497.65	
GST payable for month	\$0.00	
GST ITC	\$2,666.29	

5. Marketing

a) October Winner- Michael Gillies

Michael lived in Gawler as a child and now resides in Salisbury with his wife Maria. They have strong links with Gawler, as Michael's father resided in the Vines Retirement Village.

b) Christmas Hampers- Tabled

Motion: The GBDG Board gives authorisation for Sigrid Murljacic to draw a cash cheque for the amount of \$2625.00 (\$2250.00 + \$375.00) for the purpose of purchasing Gift Vouchers for the Christmas hampers (as tabled).

Moved: Kevin Fischer

Seconded: Peter Caddy

Carried

c) Business Management/ VM Workshops commence 17th February 2014

d) 2014/15 Business & Marketing Planning Session

The proposed date of the Business/ Marketing planning session is Wednesday 15th January 2014, 6.00-9.00pm. Sigrid to check on the availability of Board members.

6. Website/ Electronic Media Committee-

a) November Report- (carried over)

b) Terms of Reference (carried over)

c) Mobile /website compatibility quote by Caroline Scutcheon

Cr. Kevin Fischer commented that the report Shane Bailey had written in response to Caroline's reviewed quote, was of a high standard. It could be concluded from Shane's report that the mobile compatibility proposal by Caroline Scutcheon could essentially be dismissed.

7. Correspondence- November Tabled

8. Business Liaison Report- Summary Report Tabled

a) BLO Contract (carried over)

Louise Drummond and Peter Caddy to review Sigrid's contract.

b) Annual Leave

Sigrid on leave from 19th Dec to early Jan 2014.

9. Other Business**a) Dawdle and Doodle in Walker Place**

Town of Gawler Youth Officer, Ebony Steadman sought support to close Walker Place for the Fringe Festival activity, Dawdle and Doodle (street chalk painting). While Dawdle and Doodle was considered a good activity, the closing of Walker Place was of concern. Other locations suggested were 'Gumtree Plaza', and widened sections of the footpath.

10. Next Meeting: 14th January 2014**15th January 2014- Planning session****11. Closed: 9.00am**
Louise Drummond
Chairperson