

Date	MINUTES of 12th February 2013
Time	7.30-8.45am
Venue	The Church, Symes Accountants, Twelfth St. Gawler South

1. Attendance

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

2. Confirmation of Minutes- 15th January 2013
Amendment (Motion 3.b):

The terminology 'an external' be inserted into the jazz festival motion, to reflect that the committee is separate to the GBDG Board.

Motion:

The GBDG Minutes of 15th January 2013 are accepted as a true and accurate record.

Moved: Cr. Kevin Fischer

Seconded: Peter Caddy

Carried

3. Business Arising
a) 2013/14 Business Plan

The Treasurer, Peter Caddy reported that the projected 2012/13 carry-over will be greater than \$30,000, due to the change to marketing strategy and discontinuation of services provided by the marketing consultant. Hence expenses of additional items such as Stationery, Guest speaker and would be easily met by the 2013/14 Business Plan.

Action: Peter Caddy and Sigrid to meet to complete financial inputs.

b) Hero Building

The BLMO had collected several quotes regarding the 'Hero Building' for the purpose of applying for Heritage and Community Grants.

- Awning- removal and installation approximately \$6,500 | \$9,400
- Painting- preparation and painting approximately \$7,000
- Sign writing- not including installation approximately \$1500

Further quotes are to be received. The approximate cost, providing there are no complications is \$16,000 to \$17,000.

The meeting with Vic Izzo concluded that grant applications would be provided. The Heritage Grant application had been received, but the Community Grant application was yet to be received (due to complications). Cr. Fischer reported that the Heritage and Community Grants could be in the vicinity of \$1,500 and \$5,000 respectively. Louise and Sigrid had met with the owners of the building who appeared supportive of the undertaking.

c) Classical/ Jazz Music Festival (Carried over)

Louise is still approaching businesses for sponsorship. The Festival may have to occur in 2014.

d) Computer Maintenance Terms of Engagement- Report Tabled

The Computer Maintenance Committee met with Shane Bailey of BMusic. It was determined that all website entries would be completed by Website Maintenance. The BLMO is to complete Word documents, including finalised business listings/ blogs and forward to WM to be entered onto the website. It was anticipated that the role would be approximately six (6) hours per week, other than the initial input of approx. Twenty (20) hours.

Motion:

The Website Maintenance Terms of Engagement is adopted.

Moved: Stephen Arthur

Seconded: Stephen Clark

Carried

e) Transfer Station (Carried over)

4. Chair's Report

See Hero Building & Jazz Festival.

5. Treasurer's Report

The first quarter payment had been received in January. The second quarter payment should be received at the end of March.

a) January Report- Tabled

b) Internet Banking

Three (3) signatories, Louise Drummond (Chair), Peter Caddy (Treasurer) and Margie Betts (Secretary) are to have internet banking access, to allow more efficient processing of payments. Payments are to be lodged into the internet banking system by BLMO.

Action: Louise Drummond to be added as a signatory.

c) Auditor Appointment

Treasurer Peter Caddy had contacted Pointons, but was waiting for a response.

d) Signatories

Louise is to be added as a signatory and Peter to organise with Bendigo Bank.

Motion:

The Treasurer's Report is accepted

Moved: Peter Caddy

Seconded: Stephen Arthur

Carried

Profit & Loss
Gawler Business Development Group Inc
 July 2012 to June 2013

	Jul-12 Actual	Aug-12 Actual	Sep-12 Actual	Total 1st Quarter	Oct-12 Actual	Nov-12 Actual	Dec-12 Actual	Total 2nd Quarter	TOTAL YTD	Jan-13 Actual	Feb-13 Budget	Mar-13 Budget	Apr-13 Budget	May-13 Budget	Jun-13 Budget
Income															
Council Receipts	\$22,775.74		\$36,250.00	\$59,025.74	\$80.51	\$103.77	\$77.65	\$0.00	\$59,025.74	\$36,250.00	\$60.00	\$80.00	\$80.00	\$80.00	\$80.00
Interest Income	\$98.01	\$97.45	\$88.53	\$264.02	\$300.00			\$261.53	\$545.95	\$58.59	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00
Other Revenue	\$150.00	\$150.00	\$300.00	\$300.00				\$0.00	\$300.00						
Total Income	\$23,023.75	\$247.46	\$36,338.53	\$99,609.76	\$50.51	\$103.77	\$77.65	\$261.53	\$95,871.89	\$36,208.59	\$80.00	\$36,330.00	\$80.00	\$80.00	\$36,330.00
Less Operating Expenses															
Accountant	\$0.00	\$0.00	\$327.27	\$327.27	\$2,363.64	\$327.27		\$327.27	\$554.54						
Advertising - Fathers Day	\$0.20	\$0.00	\$3.35	\$3.55	\$3.00	\$4.40	\$2.30	\$9.70	\$16.25	\$4.40	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00
Bank Fees	\$272.73	\$0.00	\$0.00	\$272.73	\$0.00	\$0.00	\$0.00	\$0.00	\$272.73						
Conference	\$4,288.00	\$4,000.00	\$4,032.00	\$12,320.00	\$4,872.00	\$5,728.00	\$4,800.00	\$15,200.00	\$27,520.00	\$3,271.84	\$4,480.00	\$4,480.00	\$4,480.00	\$4,480.00	\$4,480.00
Executive Officer - Sigrid	\$0.00	\$0.00	\$2,393.64	\$2,393.64	\$100.00	\$300.00	\$560.00	\$100.00	\$400.00						
Fathers Day Promotion - other	\$0.00	\$208.00	\$100.00	\$308.00	\$148.91	\$562.40	\$560.00	\$1,091.31	\$2,041.62						
Fathers Day Promotion prizes	\$637.50	\$0.00	\$312.81	\$950.31	\$148.91	\$747.97	\$747.97	\$1,644.85	\$2,941.62						
General Expenses	\$0.00	\$44.45	\$0.00	\$44.45	\$90.00	\$109.09	\$90.00	\$199.99	\$234.44						
Graphic Design	\$0.00	\$2,834.77	\$0.00	\$2,834.77	\$300.00	\$230.39	\$300.00	\$830.76	\$3,365.16						
Hire of venue	\$0.00	\$177.27	\$0.00	\$177.27	\$300.00	\$230.39	\$300.00	\$830.76	\$3,365.16						
Insurance	\$0.00	\$68.75	\$0.00	\$68.75	\$300.00	\$230.39	\$300.00	\$830.76	\$3,365.16						
Membership	\$0.00	\$392.76	\$5,992.00	\$6,384.76	\$300.00	\$230.39	\$300.00	\$830.76	\$7,437.91						
Office Expenses	\$322.50	\$0.00	\$0.00	\$322.50	\$300.00	\$230.39	\$300.00	\$830.76	\$1,153.65						
PBM - Fathers Day	\$1,092.50	\$300.00	\$0.00	\$1,392.50	\$908.00	\$908.00	\$908.00	\$2,718.00	\$5,018.50						
PBM - Mothers Day promotion	\$1,048.50	\$1,121.50	\$0.00	\$2,170.00	\$908.00	\$908.00	\$908.00	\$2,718.00	\$4,796.00						
PBM - other	\$70.25	\$0.00	\$0.00	\$70.25	\$90.00	\$90.00	\$90.00	\$270.25	\$360.50						
PBM - Website	\$90.00	\$0.00	\$0.00	\$90.00	\$90.00	\$90.00	\$90.00	\$270.00	\$360.00						
Printing & Stationery	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						
Training	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						
Xmas Promotion	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						
Xmas Prizo	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						
Monthly Promotion	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						
Monthly Prize	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						
Website	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						
Total Operating Expenses	\$5,423.18	\$9,162.50	\$13,121.07	\$37,706.75	\$5,836.81	\$7,509.52	\$9,807.95	\$23,154.28	\$66,861.03	\$9,071.11	\$7,917.00	\$8,375.00	\$7,917.00	\$8,375.00	\$7,917.00
Net Profit	\$14,600.57	\$15,115.02	\$23,217.46	\$61,903.01	\$44,714.69	\$28,404.25	\$67,964.85	\$72,717.61	\$29,010.86	\$26,477.48	\$7,837.00	\$27,955.00	\$7,837.00	\$28,235.00	\$28,413.00

Dec BAS: \$0.00 Payable
 Dec BAS: \$2,429.66 ITC

Cash at bank @ 31/1/13 \$79,919.00
 less outstanding cheques 1398
 add profit for remainder of year \$32,399.00
 less GST payable 28/2/13 6913
NET CASH \$104,039.00

6. Marketing-

a) January Campaign

The January promotion was won by Pam Mace of Freeling.

918 entries were received. Approximately 75% of entries had come from interstate and were not eligible to enter the competition. Interstate entrants had been deleted from the database to allow more efficient operation of Mail Chimp and to maintain the target market. 'SA entrants only' now appears beneath the post code (on the competition page) to curb the number of ineligible entries. The Facebook link requested by the BLMO and installed initially by Stellar Strategies was working well, considerably increasing the number of Facebook 'likes'.

b) Valentines (February) Campaign- Advertisement Tabled

The Valentines promotion is underway with 224 entries received, which all appeared to be from SA.

8.15am Stephen Arthur & Trevor Gent departed

c) March Campaign

The theme of the March Campaign is to be Easter. In addition to the \$500 prize, sponsorship from The Treat Boutique Lolly Shop for an Easter basket is to be sought.

7. Correspondence

(Ref- 18 Jan 13 Anna Ielo, Black Pepper Head Office re: decline web site offer)

The BLMO had approached Black Pepper's Gawler and State Managers with an invitation to be listed on the on-line Gawler Business Directory with no response. After approaching Head Office, the BLMO received an email declining the offer (for no apparent reason).

8. Business Liaison Report- Tabled

a) Renew Gawler Display

There were some concerns expressed regarding the Renew Gawler displays;

- i. Annette reported that some businesses had complained to her, that exhibitors were not paying the 'Marketing Levy' and therefore should not be able to display in shops.

- ii. The Aura Homewares display (located in Memories Photographics), was by a business, not a community group or artist. In the past another business was refused permission to exhibit in Murray St. (after moving to Gawler South) because they could have otherwise leased the premises. The BLMO had permitted the display by Aura on the basis that it was a new business to Gawler, only two months old and aware of the high failure rate of businesses in Gawler (and in general).

Action: New businesses under twelve (12) months old are permitted to display in the Renew Gawler project.

- iii. Advertising material in the Renew Gawler displays should be kept small and not become a major component of the display.

Action: Request Aura Homewares to remove large signage from window display (which can be replaced with products).

There was general discussion about the merits/ disadvantages of 'Popup Shops'. Some believed that 'Popup Shops' were turning abandoned areas into vibrant and interesting shopping centres. Others were concerned with the competition and the threat to existing businesses.

Action: Invite the Renew Adelaide CEO to speak to the Board about the Renew concept.

Action: BLMO to target more home-based businesses to join the GBDG.

9. Other Business

- a) Grant Writer, Jenny Flemming

Action: Chair Louise Drummond and BLMO Sigrid Murljagic to meet with ToG Director of Corporate & Community Services, Vic Izzo and Grant Writer, Jenny Flemming to discuss the possibility and process of applying for grants for activities such as; Renew Gawler, Festivals and Streetscape etc.

b) Guest Speaker / Training

Action: Peter Caddy to approach Michael Kies regarding the possibility of conducting a training session for businesses later in the year.

Research for a high profile guest speaker, to possibly present to businesses in May, is to be conducted.

Action: BLMO to research hire costs of the Gawler Jockey Club and The Gawler Arms and report at the next meeting.

c) Presentation to Tony Harnett

A presentation to thank Tony for his extensive service to the GBDG will occur at the next meeting (12th March), as he is currently on holidays

d) Solar/ Christmas Lights

Cr. Kevin Fischer reported that it may be too difficult and costly to provide solar powered Christmas lights for trees. It may be more practical to arrange displays in shop window for Christmas. Louise Drummond suggested that the GBDG invite art /merchandising students to arrange Christmas displays via ToG Youth Worker Ebony Priest.

e) Nomination of Kim Peake

Motion: Kim Peake of Kornacraft Sewing Centre is nominated to the GBDG Board, as a representative for the Town Centre.

Moved: Cr. Kevin Fischer **Seconded:** Annette Farrow

(Not carried due to a lack of quorum)

Action: BLMO to email Board members for approval of Kim Peake's nomination.

Closed: 8.45am

Next Meeting: Tuesday 12th March 2013

Chairperson
Louise Drummond

