

Date	MINUTES of 12th March 2013
Time	7.30-9.30am
Venue	The Church, Symes Accountants, Twelfth St. Gawler South

1. Attendance

Attendees	<p>Louise Drummond (Chair), Personal Touch Home Cleaning- Other Stephen Arthur (Deputy Chair), BDO-Town Centre Peter Caddy (Treasurer), Symes Accountants- Gawler South Margie Betts (Secretary), The Bunyip- Town Centre Greg Matz, Mensland- Town Centre Steven Clark, Steven M Clark P/L- Gawler South Mick Tucker, Mick's Motorcycles Gawler- Evanston 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)</p>
Apologies	
Absent	

2. Confirmation of Minutes- 12th February 2013
Motion:

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

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

Carried

3. Business Arising

 a) Nomination of Kim Peake, Kornacraft Sewing Centre

Via email there had been six (6) acceptances (Louise Drummond, Margie Betts, Peter Caddy, Stephen Arthur, Annette Farrow & Steven Clark) supporting the Nomination of Kim Peake to the Board. Louise welcomed Kim as a member of the GBDG Board (representing Town Centre)

b) Nomination of Brett Whitford, Simplicity Funerals & Chair of Gawler Business Network

Motion: Brett Whitford (representing Evanston) is nominated to the GBDG Board.

Moved: Margie Betts

Seconded: Kevin Fischer

Carried

c) 2013/14 Business Plan- Tabled

Peter Caddy and Sigrid met to complete financial inputs, enabling the Business Plan to be presented to council at the March meeting.

Motion: The 2013/14 Business Plan is approved.

Moved: Peter Caddy

Seconded: Margie Betts

Carried

d) Hero Building

Sponsorship by Solver and The Community Grant application from the Town of Gawler had not as yet been received. There had been several follow up visits (Solver) and emails.

Action: Louise to follow up Solver with Sharon.

e) MainstreetSA State Conference 17th April / Bus

Louise spoke of the importance of attending the MainstreetSA Conference in particular the relevance (traffic, encouraging events, marketing your main street etc) to the Gawler's situation and for professional development. The cost of approximately \$300 would amount to approx \$6/wk over a year. A 24 seater bus will cost approx \$240 each way.

f) Michael Kies Training – Sales Training Proposal Tabled

Michael gave a very comprehensive description of the Training Package. The course specific to retail, teaches how to sell effectively. It consists of six ninety minute sessions on communication, creating a selling environment, interaction with the buyer, qualification (easing doubts), closing (leading) the sale & heart of the sale (first impressions & emotion). The Board is to consider the Michael Kies' Sales Training Proposal and inform Michael of its decision.

g) Transfer Station /Solar Lighting-

There were no further developments on last month's report by Cr. Kevin Fischer in regards to a Gawler/ Barossa regional solution. Kevin reported that Light & Mallala regional councils had not been approached. Kapunda has a resource (recycling) centre and a privately operated rubbish collection centre in Nuriootpa. The Town of Gawler would be willing to look at a privately operated rubbish collection facility. Upgrading the Willaston Transfer Station to the requirements of the EPA would cost \$11.4 million and is prohibitive. Current trends in Gawler showed an increase in green waste and recycling and decrease in household waste over the past two years. Council will adopt a 'wait and see' attitude to the dumping of roadside garbage.

Solar Lighting on individual trees in the main-street had been trialled and proved unsuccessful. Christmas window lights / Christmas displays will probably be more effective and attractive.

4. Chair's Report

a) Town Centre Strategy- Louise reported that the Town Centre Strategy meeting held at the Rotary room on Wednesday 6th of March had been very interesting and the Urbanal & Regional Planning Solutions (URPS) facilitators had been very effective. There were significant recommendations that there be more collaboration between council and the GBDG.

Some issues such as sustainability and community involvement had been overlooked in the Strategy. For most, the Board members who attended were pleased by the process and outcome.

b) Keynote Speaker-

Louise suggested Dave Chafey, one of David Koch's Business Builders as a possible Keynote Speaker and asked other Board members to forward their selection for Keynote Speakers to Sigrid. It was suggested that stalls of a related nature e.g Nabec, Graphic designers, Web designers and local experts also be invited as a resource for participating businesses. Other suggested Keynote speakers were 'Carman' (Carolyn Creswell) and Michael Angelakis.

Profit & Loss
Gawler Business Development Group Inc
Feb-13

Income		Cheque #	GST
Council Receipts			
Interest Income	\$76.56		
Other Revenue			
Total Income	\$76.56		
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Gross Profit	\$76.56		
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Less Operating Expenses			
Advertising	\$1,652.27	125,131	
Bank Fees	\$8.25		no GST
Conference	\$20.00	128	no GST
Executive Officer - Sigrid	\$3,106.77	126,132	
Prizes	\$454.55	129	
General Expenses	\$163.64	127	
Hire of venue			
Insurance			
Membership			
Office Expenses			
Website etc	\$1,321.25	123,130	
Graphic design	\$284.00	124	no gst
PBM - other			
PBM - Website			
Printing & Stationery			
Training			
Total Operating Expenses	\$7,010.73		
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Net Profit	-\$6,934.17		
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GST payable	\$0.00		
GST ITC	\$669.85		

Treasurer's Report

- a) March Report- Tabled

Motion: The Treasurer's March (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)

5. Marketing-

- a) February Campaign won by Simone Beaty of Whyalla

The winner's family and friends reside in Gawler and Simone often visits Gawler, which is how she found out about the competition. Simone's picture appears on Facebook. The voucher has been purchased and sent to Simone.

- b) Easter (March) Promotion - Advertisement Tabled

Entries were substantially increased (from 173) by direct mail (Mail Chimp) sent to just under 2000 people.

- c) April Campaign (carried over)

- d) Renew Gawler Display Guidelines

Sigrd commented that she would like guidelines for Renew Gawler window displays. To date she had used her own discretion/ judgement, but would appreciate concrete practices in place to determine appropriateness of subject material and exhibitors. It was decided that a Renew Gawler Committee would determine guidelines for the displays.

Mick Tucker & Greg Matz Departed 8.45am

The Renew Gawler Committee is to consist of;

Brett Whitford, Margie Betts and Kim Peake.

Kim Peake Departed 8.52

Sigrig reported that Tom Zorich had commented that the display (by That Mosaic Chick) at 117 Murray St. had discouraged graffiti, window damage and vandalism to the shop front. Stephen Arthur suggested this should be added as 'News' to the website.

e) SALA Festival

Sigrig to explore guidelines for exhibiting in SALA festival and seek assistance from Mainstreet SA in regards to how to best capitalise on the opportunity.

f) Marketing Plan (carried over)

g) Database Use (carried over)

6. Website Committee-

a) March Report- Report Tabled

The website hosting requires upgrading (a minimal cost).

Motion: Approval is granted for website hosting to be upgraded.

Moved: Peter Caddy

Seconded: Margie Betts

Carried

Stephen spoke briefly to the report,

- Transfer of gawler.org.au to GBDG Inc.
- Transfer of gawler.gold.com.au (possibly held by Town of Gawler)

Motion: Transfer of the domain names (gawler.org.au and gawlergold.com.au) to the ownership of the GBDG Inc. is approved.

Moved: Stephen Arthur

Seconded: Margie Betts

Carried

It was requested that in future reports be received in sufficient time allowing Board members to read reports prior to meetings.

b) Approval for Website Articles

Sigrig requested advice on the approval of website articles. Formerly the Chair approved all outgoing communication and correspondence, including website articles, but due to the formation of the Website Committee it was no longer apparent from whom approval should be sought.

Action: Approval for website articles should be sought from both the Chair and the Website Committee.

7. Correspondence- Tabled

8. Business Liaison Report- Tabled

9. Other Business

a) Meeting with ToG CEO, Henry Inat re: working together 12/3/12 4.00pm

b) Meeting with Grant Writer, Jenny Flemming, Vic Izzo & Mayor TBD

c) Coffs Switches to Free WiFi- Article Tabled

Currently free WiFi is not available in Gawler, but may be a possibility with the roll out of Broadband. Cr. Kevin Fischer to explore free WiFi in Gawler further.

d) Merchandising Training

There was general discussion that it would be beneficial to provide training for Gawler businesses in merchandising e.g. window displays, shop and office layout, lighting, consumer trends etc. This could flow on from 'sales' training.

It was also discussed that student merchandisers could assist businesses with their Christmas displays. Businesses such as Ned's and Helium House could be approached to offer a discount for businesses purchasing Christmas lights for their window displays.

Margie Betts and Brett Whitford departed 9.10am

Meeting Closed: 9.10am due to a lack of quorum

General Discussion

- a) Website- Regular news feeds (increase Google ranking) and guidelines
- b) Michael Kies Sales Training-
- The Rotary Room could be used for sessions
 - Board to decide if it's to proceed with Michael Kies training
 - A registration fee could be imposed so participants are less likely to abandon the course. Fees from \$20 to \$100 were mentioned, but it was thought that \$35 was reasonable.

Next Meeting: Tuesday 9th April 2013

Chairperson

Louise Drummond

