

Date	MINUTES of 14th May 2013
Time	7.30-9.15am
Venue	The Church, Symes Accountants, Twelfth St. Gawler South

1) Attendance

Attendees	Louise Drummond (Chair), Personal Touch Home Cleaning- Other Peter Caddy (Treasurer), Symes Accountants- Gawler South Brett Whitford, Simplicity Funerals- Gawler South Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Kim Peake, Kornacraft Sewing Centre- Town Centre Annette Farrow, The Helium House- Other Cr. Kevin Fischer, Town of Gawler Sigrid Murljacic- Business Liaison & Marketing Officer (BLMO)
Guests	Deb Stephan-The Wright Quilting Shop- Willaston Gina Nitschke, Cups 'n Cakes- Town Centre Louise C, Workskil Australia- Town Centre Alec Shaw, Director of Asset Services-Town of Gawler
Apologies	Margie Betts (Secretary), The Bunyip- Town Centre Mick Tucker, Mick's Motorcycles Gawler- Evanston Greg Matz, Mensland- Town Centre
Absent	

2) Confirmation of Minutes- 9th April 2013
Motion:

The GBDG Minutes of 9th April 2013 are accepted as a true and accurate record.

Moved: Cr. Kevin Fischer

Seconded: Peter Caddy

Carried

3) Business Arising- Business Arising Report Tabled
MailChimp (carried over)

Sigrid advised that the use of MailChimp is free if there are under 2000 entries on the database. There were approximately 1900 listings on the MailChimp database, of which 400 are businesses. If the previous month's names were to be added to the MailChimp database, there would be in excess of 2000 names, thereby attracting a fee of approximately \$50/ month.

Motion: Approval is granted to progress the use of MailChimp at a cost of \$50/month.

Moved: Annette Farrow

Seconded: Kim Peake

Carried

a) Martin Grunstein presentation organised for 30th May, GBJC

It was discussed that there should be a 'big push' to encourage businesses to attend the Martin Grunstein seminar. Board members agreed to contact 10 to 15 businesses and encourage attendance. Other promotion to include; advertising in the Barossa Herald and the Bunyip, editorial where possible, email, website blog and GBDG newsletter.

Action: Sigrid to provide contact details of businesses to Board members.

b) Michael Kies Training

The Rotary room was unavailable, due to Rotary meetings. Instead, Sigrid organised the Youth Shak at Sport & Community Centre as the venue for the Michael Kies event. Approximately 13 participants have enrolled. Promotion will include; flyers, emails, website blog and advertorial if possible.

c) SALA Gawler Art Trail Progress

Organisation of the SALA Gawler Art Trail was progressing, but it was unsure if the main components of the event could be organised by the 20th May (close of SALA registration). There had been problems associated with artists not having public liability insurance and venues unwilling to accept risk.

d) Hero Building Progress

Due to research by both council and the GBDG, historical photographs had been located. They depict the awning of 65 Murray St. as concave (with no verandah). Creative Outdoors had advised that concave awnings are a specialist area and would possibly be unable to supply. New quotes and research would need to be conducted and as a result it was unlikely that the project could be completed by end of financial year. Once re-assessment of costs could be estimated, it was determined that the owners of the building should enter into a binding agreement to undertake the project and associated costs.

e) Merchandising Trainer

A meeting with merchandisers Lorraine Thornton and Sarah Davies would be held 27th May to discuss the possibility of preparing retailers and shop windows for Gawler Glowing, which is envisaged to commence in November.

f) Willaston Signage

Under the new Signage Strategy, council has approved eight 'directional' signs for Gawler, one of which is for Willaston.

Motion: The Business Arising Report is accepted.

Moved: Cr. Kevin Fischer

Seconded: Peter Caddy

Carried

g) MainstreetSA State Conference 17th April, Gina Nitschke & Kim Peake**Report by Kim Peake-**

Kim advised that she had been very impressed by the Mainstreet SA Conference. One of the highlights was the Semaphore Walking Tour. On the tour, Kim discovered that the Semaphore trader's group did not have council or business financial support. Initially council had funded the group \$50,000 for several years. In this time the group was expected to organise its own funding model, but unfortunately it was not able to secure financial business support. The tour guide, Tricia Flowers, had previously worked as the administration and support person. While Tricia is still involved with the group, once the funding diminished, so too did the support.

The footpaths in Semaphore, like Gawler, have been widened and it is the only location in SA, which has a bike lane on the footpath. The Semaphore trader's group organises one event per year, the Semaphore Fair. During the Fair the street is closed (to cars) and stalls and festivities conducted on the main street.

While there were many interesting talks at the Mainstreet SA Conference, the re-emerging theme was creating; attractions such as festivals, inviting environments and beautifying/activating main streets.

Report by Gina Nitschke-

The work of a small group that had made a significant impact was the Roxby Downs Community Group. They had organised fete days and musical events which were growing rapidly in popularity. The events reached out to the local community and drew the public to the main street.

A significant reoccurring theme of the Conference was the positive impact that was achievable by beautifying mainstreets. By making streets/ town centres green and with vegetation, adding items of interests (e.g. climbable sculptures, 'Pop-up' shops) and creating an attractive and inviting environment, town centres can flourish. Parking, an issue in most CBD areas should always be well sign posted. An interesting point raised at the Conference

was, that 15 seconds is all it takes to lose a person's interest, which is why it is vital for centres to be attractive, interesting and stimulating. The Renew Australia explored the success of 'Pop-up Shops', re-invigorating declining and depressed CBD areas.

4) Chair's Report

5) Treasurer's Report

- a) April Report- Tabled

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

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

Carried

- b) Internet Banking (carried over)
- c) Auditor Appointment (carried over)
- d) Signatories (carried over)

6) Marketing-

- a) April Footy Campaign won by Patrick Niklaus, Gawler
- b) Autumn Promotion underway, 208 entries- Advertisement Tabled
- c) June Campaign

The Marketing Committee to discuss and decide on a theme for the June campaign.

- d) Renew Gawler Guidelines (carried over)

Action: 'Watch this Space' draft guidelines to be sent to Board members.

- e) Martin Grunstein Promotional Material

Motion: Approval is granted for the design and production of flyers to promote the Martin Grunstein seminar.

Moved: Kim Peake

Seconded: Cr. Kevin Fischer

Carried

- f) Christmas Campaign/ Gawler Glowing/ Jazz Festival (carried over)

April Financial Report-

Profit & Loss
Gawler Business Development Group Inc
APRIL 2013

Income		
Council Receipts		
Interest Income	\$86.21	
Other Revenue	\$206.25	<i>Ozpest Pty Ltd</i>
Total Income	\$292.46	
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Gross Profit	\$292.46	
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Less Operating Expenses		
Advertising	\$1,729.82	<i>144,145</i>
Bank Fees	\$6.15	
Conference		
Executive Officer - Sigrid	\$3,821.45	<i>143,147</i>
Prizes	\$500.00	<i>148</i>
General Expenses		
Hire of venue		
Insurance		
Membership		
Office Expenses		
Website etc	\$587.60	<i>142</i>
Graphic design	\$273.25	<i>146</i> <i>no gst</i>
PBM - other		
PBM - Website		
Printing & Stationery		
Training		
Total Operating Expenses	\$6,918.27	
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Net Profit	-\$6,625.81	
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Bank Account @ 30/4/13	\$96,902.49	
GST payable	\$0.00	
GST ITC	\$613.89	

7) Website Committee- April Report- Tabled (3 Documents)

a) Facebook (FB) Guidelines (carried over)

b) Community Calender/ Events Guidelines

It was discussed whether events from outside the Gawler boundary should be posted to the events calendar. While some thought that events outside Gawler should not be posted as it may attract people away from Gawler, others thought that the community and target market extended beyond the Gawler boundary. Therefore nearby community events outside the immediate Gawler boundary were of interest to the local consumer population/ target market and should be posted.

Action: 'Calender of Events' to be obtained from council.

c) Website Content Guidelines (carried over)

d) Promotion of FB Posts \$15

It was the general consensus that monthly competitions should be further promoted by the use of paid Facebook posts.

Motion: Approval is given for the use of paid Facebook posts, to promote monthly competitions, at a cost of fifteen dollars.

Moved: Cr. Kevin Fischer **Seconded:** Kim Peake **Carried**

e) Website Maintenance Contractor- Contractual Agreement (carried over)

f) Replacement of members (2)

Due to the resignations of Stephen Arthur and Steve Clark, two vacancies exist on the Website Committee.

Action: Peter Caddy and Cr. Kevin Fischer are to join the Website Committee.

g) Terms of Reference (carried over)

8) Correspondence- Tabled

The Correspondence is accepted.

9) Business Liaison Report (BLR)- Tabled

The BLR is accepted.

10) Other Business

a) Walker Place Master Plan \$30,000/ page 52 Town of Gawler Annual Budget

A budgetary provision of \$30,000 had been allocated to a Walker Place Master Plan to investigate the impact of the closure of Walker Place. The businesses which would be affected by a closure of Walker Place are concerned about the loss of parking for their clientele. Council is looking to link the main street to the bike trail. Gina commented that 'shared spaces' rather than closures work very well e.g. Bendigo

b) Julian Terrace Security /Security cameras

Sigrid reported that during her contact with Julian Terrace businesses, GMP Connect (opposite Foodland) reported that they had 98 broken windows over a span of ten years at an approximate cost of \$2000/ window and 17 robberies. Norm from Norm's Art Studio also reported he had received a broken windscreen, whilst parked on Julian Terrace. A beer bottle had apparently been thrown through his windscreen from the footpath. Brett reported that 'live feeds' could be monitored from almost anywhere with the use of a computer and a limited access password. Simplicity Funerals utilises the same concept for friends or relatives unable to attend a funeral service, whereby they can watch the service from overseas or interstate.

Action: Cr. Kevin Fischer to investigate security camera monitoring and the possibility of directing the 'live feed' to a neighbourhood watch program or the website.

c) BLO Contract Expiry (end of financial year)

Action: The Executive Committee (Chair- Louise Drummond, Treasurer- Peter Caddy, Secretary- Margie Betts and Deputy Chair- Brett Whitworth) are to meet and discuss expiry of BLO Contract.

d) OHW&S Obligations

Action: Sigrid to make Safework SA enquiries about changes to/additional contractor workplace requirements.

e) Presentation to Tony Harnett

Louise had presented Tony Harnett with a Seiko watch for his 10 years of service to the GBDG.

f) ToG Executive Representation

Cr. Kevin Fischer reported that the CEO of the Town of Gawler (ToG) would like to appoint an Executive to attend meetings and be a contact person for the GBDG.

g) Free WiFi- Cr. Kevin Fischer

Kevin had spoken to the council IT department and reported that free WiFi was relatively cheap to run. He thought that free WiFi would be a good way to promote Gawler, with the WiFi log-on taking the consumer/visitor to the Gawler website homepage.

Motion: Cr. Kevin Fischer to further explore the WiFi concept to determine cost of set up.

Moved: Cr. Kevin Fischer

Seconded: Brett Whitford

Carried

h) Deputy Position

Due to the resignation of Stephen Arthur, the position of Deputy Chair was available.

Motion: Brett Whitford is nominated to the position of Deputy Chair.

Moved: Kim Peake

Seconded: Peter Caddy

Carried

i) RV Friendly Town- Alec Shaw, ToG

Alec reported that RV Australia (Campervan Motorhome Club of Australia-CMCA) was looking to establish a RV Friendly town for its members between Broken Hill and Adelaide. Currently the only other RV friendly location near Adelaide was West Beach. CMCA would supply a dump point tank. Both the possibilities of Goose Island and Clonlea Park had been explored and deemed unsuitable. Alec suggested Dead Man's Pass as an RV parking and dump out point. 90% of RVs are travelling from the eastern states via SA. Waste tanks need to be emptied every three days and there was a shortage of locations via Adelaide.

Dead Man's Pass was considered suitable because of its close proximity to the CBD, bike path and toilets /plumbing/water. At this stage CMCA was only looking for a dump point and there would be no overnight camping.

Alec requested that the GBDG consider the possibility and speak further with CMCA on becoming a RV Friendly town. If Gawler decided to become RV friendly it would be included in all the organisation's promotional material and website.

http://www.cmca.net.au/pages/motorhoming_information/environmental_issues/DumpPointEtiquette.php

Meeting Closed: 9.15am

Next Meeting: Tuesday 11th June 2013

Chairperson

Louise Drummond

