

Date	MINUTES of 8^h April 2014
Time	7.30-9.00am
Venue	The Church, Symes Accountants, Twelfth St. Gawler South

1. Attendance

Attendees	<p>Louise Drummond (Chair), Personal Touch Home Cleaning- Other Peter Caddy (Treasurer), Symes Accountants- Gawler South Gary Iremonger (Deputy Chair)- Eagle Foundry- Other Greg Matz, Mensland- Town Centre Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre Dianne Borrington, Aura Homewares- Town Centre Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Cr. Kevin Fischer, Town of Gawler Sigrid Murljadic- Communications & Marketing Officer (CMO)</p>
Guests	<p>Lucas Howe, Barossa Financial Services Debbie Robins, Advanced Personnel Management Ally, Advanced Personnel Management</p>
Apologies	<p>Daniel Phillips- Newton's Building & Garden Supplies- Evanston Matthew Doecke, Rainbow Pets- Town Centre</p>
Absent	

2. Confirmation of Minutes- 18th March 2014
Motion:

The GBDG Minutes of 18th March 2014 are accepted as a true and accurate record.

Moved: Grag Matz

Seconded: Gary Iremonger

Carried

3. Business Arising-

 a) 2014 MainstreetSA Conference

The GBDG and its membership had been represented by Louise Drummond, Kim Peake and Peter Caddy. Louise reported that the speakers were of a high standard and emphasised the importance of creating a place, a destination, by enhancing environment and streetscape.

Kim reported on the walking tour, which she found interesting with many historical aspects highlighted. Calton Road and Walker Place intersection options were presented; Walker Place closed, one way, left turn only etc. Feedback was also sought on the impression of

the town centre and how it could be improved. Peter spoke of the importance of creating a positive personal experience. By creating a 'place' and a destination, people would be attracted to the town.

b) Hero Building

Hero Building plans had been submitted to Council. Heritage advisor, Douglas Alexander was happy with the proposal, but more engineering details were required in regards to specifications- posts, bolts and footings etc. The plan had been referred to the architect for engineer's advice. It was agreed that the project correlated with the objective of Mainstreet SA of 'creating a place or destination'.

c) Renew Australia Membership (carried over)

d) Business Plan- Tabled

It was discussed given that vital information from Council regarding, the increase in commercial values in 2014/15 was not forthcoming, that the last two sentences in 'Financial Commitment' (of the 2014/15 GBDG Business Plan) should be omitted.

Motion: The 2014/15 GBDG Business Plan (with the amendment to 'Financial Commitment') is approved and to be presented by Treasurer Peter Caddy at the next (April 2014) Council meeting.

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

Carried

e) Change Music Festival/ 175th Anniversary- Tabled

5000 Change Music Festival flyers/ brochures and 300 posters at a cost of under \$1000 had been printed and delivered to Martin Johnson for distribution.

f) Bruce Bowen Training- Tabled

With free customer service training for retail and industrial businesses offered by the Regional Development Australia Barossa, it was decided that training proposed by Bruce Bowen be delayed and further information sought about the content of the proposal.

Motion: Defer Bruce Bowen customer service training, which was scheduled for May.

Moved: Dianne Borrington

Seconded: Greg Matz

Carried

g) Facebook Training, 6-8pm 14th April

Facebook marketing workshop promotions included;

- Newsletter

- DL flyers (hard copies)- designed, printed and sent to 424 Gawler businesses
- A promotional email will be dispatched this week

Sigrid reported that thirteen people were currently enrolled and she was hoping thirty attendees would be recruited by the end of the week.

h) Gawler Jazz Festival Grant Application

The Gawler Jazz Festival grant application was completed and submitted on 27th March. The application included;

- Business Plan (tabled)
- Marketing Plan (tabled)

The Business Plan included a small component of TV advertising (instead of the monthly competition), due to being advised that the application would be viewed more favourably with TV advertising.

Town of Gawler grant writer, Jenny Fleming had been helpful in providing advice and had reviewed on the application prior to submission. The outcome of the application would not be known until the end of financial year.

Action: Sigrid to contact Bruce Raymond of Trinity and Rotary Village Fair organisers to progress the Gawler Jazz Festival.

i) Building Photography

Sigrid met with photographer Peter Dibben and discussed which historic buildings were to be photographed (for the Hero Building project), as per 'order of merit' list. Sigrid also requested that progress photographs of the facade restoration of the Gawler Hotbread Bakery be taken.

j) VM & Business Management Training

A visual merchandising bus tour is scheduled for Monday 28th April for participants of the Visual Merchandising and Business Management course. Sigrid suggested that the tour also be utilised for Board members, which had been initially planned as a separate tour.

Locations such as Unley and Goodwood Roads are to be visited, but further tour information would be provided by Sarah Davies.

Action: Sigrid to invite Mayor Bill O'Brien and Bill Adams of Kapunda.

4. Chair's Report- Nil

5. Treasurer's Report

a) March Report- Tabled

Motion: The March Financial report (below) is accepted

Moved: Peter Caddy

Seconded: Kim Peake

Carried

Income and Expenses
Gawler Business Development Group Inc

Income	
Council Receipts	\$83,090.91
Interest Income	\$692.03
Kies Training	\$413.64
Memberships	\$300.00
Other Revenue	\$257.73
Total Income	\$84,754.31
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Gross Profit	\$84,754.31
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Less Operating Expenses	
Advertising	\$14,883.31
Bank Fees	\$58.15
Conference	\$5,070.00
Speakers	\$8,940.00
Executive Officer - Sigrid	\$41,746.23
Prizes	\$3,449.09
General Expenses	\$1,780.09
Hire of venue	\$1,985.23
Insurance	\$2,854.42
Membership	\$0.00
Office Expenses	\$0.00
Website etc	\$4,040.82
Graphic design	\$2,660.20
Printing & Stationery	\$1,066.21
Postage	\$588.02
Training	\$13,320.00
Jazz Festival	\$24,351.84
Xmas Hampers	\$4,802.05
Total Operating Expenses	\$131,373.64
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Net Profit	-\$46,619.34

Income and Expenses
Gawler Business Development Group Inc
MARCH 2014

Income		
Council Receipts		
Interest Income	\$60.44	
Kies Training		
Memberships		
Other Revenue		
Total Income	\$60.44	
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Gross Profit	\$60.44	
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Less Operating Expenses		
Advertising	\$1,665.00	273,274
Bank Fees	\$0.90	
Conference		
Speakers		
Executive Officer - Sigrid	\$4,700.23	270,278
Prizes	\$449.09	275
General Expenses	\$122.91	272
Hire of venue	\$112.50	277
Insurance		
Membership		
Office Expenses		
Website etc	\$635.50	267
Graphic design	\$621.00	268,269
Printing & Stationery	\$11.00	278
Postage	\$97.27	271
Training	\$2,120.00	276
Jazz Festival		
Xmas Hampers		
Total Operating Expenses	\$10,535.40	
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Net Profit	-\$10,474.96	
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Bank Account @ 30/3/14	\$62,010.64	
less outstanding cheques	\$4,580.70	272,273,274,275,276
Cash Available	\$57,429.94	
GST payable for month	\$0.00	
GST ITC	\$779.35	

b) Bendigo Bank

No further progress.

c) Audit (carried over)d) ANZ Bank- Tabled

Treasurer Peter Caddy is to meet with Raff of the Gawler ANZ Bank at 2pm to discuss the availability of an account with internet access, credit card, an administrator and two signatories.

6. Marketing

a) New GBDG Marketing Material- Tabled

In support of the Totally Locally concept, the Shop Gawler/Totally Locally brand has been included in the new GBDG brochure and pop-up banner (see below).

b) SALA Festival, August

There had been preliminary meetings with independent artists, who were helping with the organisation of the Institute for the Gawler SALA art Trail. Sigrid will meet with Bryce Norton to confirm use of the Institute for the art festival. Another meeting is scheduled for Friday 11th April.

c) Easter Bunnies

Pink and white bunnies have been distributed throughout Gawler. All pink bunnies were on now on display in three Gawler locations.

7. Website/ Electronic Media Committee-

a) March Report- (carried over)

No further progress. Previously Daniel had spoken to Zynke Design regarding a new GBDG website and mobile optimisation.

b) Terms of Reference- Tabled

The draft document was tabled. It establishes a policy and guidelines for the removal of inappropriate material from the 'Shop Gawler' Facebook/social media site.

Motion: The draft Social Media Terms of Reference is adopted.

Moved: Cr. Kevin Fischer

Seconded: Kim Peake

Carried

Action: Sigrid to forward the draft document by Steven Clarke to the IT Committee

8. Correspondence- March Tabled

Noted.

9. Communications & Marketing- Summary Report Tabled

d) SALA Festival, August

There had been preliminary meetings with independent artists, who were helping with the organisation of the Institute for the Gawler SALA art Trail. Sigrid will meet with Bryce Norton to confirm use of the Institute for the art festival. Another meeting is scheduled for Friday 11th April.

e) Gawler Wedding Directory

Approximately ten businesses were participating in the directory. The businesses had commenced networking by distributing each other's business cards to potential clients. A brochure and an advertisement in the Barossa Living magazine were being organised by the group. The group includes venues, hairdressers, beauticians, cake makers, bridal dresses, flowers etc. It was suggested that more home based businesses be involved and become members e.g. Trevor Bellchambers Vintage cars.

10. Other Business

a) Red Monkey Ap & Website Proposal- Tabled

Action: Cr. Kevin Fischer to follow up Red Monkey proposal for more details.

b) Stellar Digital Website Proposal- Tabled

Sigrd meet with Justin of Stellar Digital to see what could be done locally to assist Gawler businesses in having a stronger internet/digital presence, in keeping with GBDG objectives. The proposal presented by Justin, could assist businesses in having a web and/or Facebook presence at a reasonable cost, while strengthening business to business networking. There were concerns that the promotion of one business over other businesses could cause problems, but it was recognised that the promotion was specifically for the purpose of strengthening Gawler's website/ Facebook presence, a GBDG strategy.

Motion: The GBDG Board agrees to support the special offer by Stellar Digital relating to website and Facebook promotions for Gawler businesses, in alignment with the GBDG website strategy.

Moved: Peter Caddy

Seconded: Greg Matz

Carried

8.36am Dianne Borrington Departed

c) RDA Barossa Joint Training (Customer Service- Retail & Light Industry)- Tabledd) RDA Barossa Joint Network Function- Tabled

(Also relates to 3.f)

Motion: The GBDG Board accepts the RDA Barossa's offer of a joint 'Meet and Greet' in June and Retail/ Light Industry Customer Service workshop in May.

Moved: Cr. Kevin Fischer

Seconded: Gary Iremonger

Carried

e) Bunyip Link- Tabled

The Bunyip requested a web-link to the on-line Gawler Business Directory as it would be very labour intensive and expensive to maintain an online directory of its own. The Board agreed in theory that the concept was a good promotional opportunity for Gawler businesses, provided that there were no complications or charges.

Motion: The Bunyip's offer of an on-line link to the Gawler Business Directory is accepted,

Moved: Cr. Kevin Fischer

Seconded: Peter Caddy

Carried

f) Loxton Traders Association

Louise reported on the promotional strategies adopted by the Loxton Traders Association;

- Free WiFi
- Loxton Gift Voucher-

Since the inception of the Loxton vouchers four years ago, \$60,000 of vouchers has been purchased. The vouchers work on a similar principal to the Westfield Shopping Centre.

Action: Cr. Kevin Fischer to follow up cost and structure of Loxton free WiFi and shopping vouchers.

g) Lyoness- Email Tabled 2nd April

<http://www.lyoness.com.au/>

<http://www.lyonessadvantage.com/>

<http://p1p.evsuite.com/commchoice/>

<http://p1p.evsuite.com/goldcoastservicecentre/>

<http://p1p.evsuite.com/fruitandvegiesonthemove/>

<http://p1p.evsuite.com/markmcmahon/>

<http://p1p.evsuite.com/sharpeofficesupplies/>

The Lyoness program is a customer rewards program, originating in Austria. It is now worldwide reaching USA, Europe, India and more recently Australia. It works on a cash back loyalty system. Membership is free for customers. The SA Manager is willing to speak to the Board about the program. For further information refer to the links above.

h) CCTV

Cr. Kevin Fischer reported that the current security camera system images were of poor quality and could not be used accurately to identify people. Business and Development Manager, Steve Harrison was researching options of upgrading and monitoring the system.

i) Multi-Level Car Park

Cr. Kevin Fischer advised that parking limits were to be implemented in the Multi-level car park. Several Board members advised that time limits were already in place.

11. Next Meeting: Tuesday 13th May

12. Closed: 9.00am

Louise Drummond
Chairperson

