

Chairing of the meeting is returned to Louise Drummond.

Motion: Gary Iremonger is nominated to the position of Deputy Chairperson.

Moved: Louise Drummond

Seconded: Debbie Robins

Carried

Motion: Kim Peake is nominated to the position of Secretary.

Moved: Louise Drummond

Seconded: Dianne Borrington

Carried

b) AGM Minutes- Tabled

It was decided at the last AGM that its minutes should be reviewed in advance, as the time span between AGM meetings is too extensive to accurately recall what occurred.

Motion: The AGM Minutes of are tentatively approved as a true and accurate record of the meeting.

Moved: Kim Peake

Seconded: Daniel Philips

Carried

c) Role of GBDG, Constitution-Tabled

GBDG is an Incorporated Body funded by a Marketing Levy paid (to Council) by commercial and industrial properties and the businesses which occupy them. The council collects the Marketing Levy from rateable commercial and industrial properties and passes it on to the GBDG.

The objectives of the GBDG are to;

- i. Promote and market Gawler as a commercial business destination (beyond the interests of an individual business) e.g. website
- ii. Marketing initiatives e.g. events such as SALA, Change Original Music Festival and Gawler Jazz Festival
- iii. Business support and training e.g. Bruce Bowen, Facebook marketing and Martin Grunstein training
- iv. Represent the interests of businesses e.g. Walker Place re-development

Home-based businesses servicing Gawler are also encouraged to join the GBDG and be listed on the Gawler Business Directory for a fee of \$165 (including GST) per year.

The GBDG committee consists of representatives from each area;

6 Town Centre | 2 Willaston | 2 Gawler South |

2 Evanston | & 2 Other (Home based or other area)

Because the Town Centre traditionally pays a greater portion of the Marketing Levy (70%), it has more representation on the committee. The 70:30 ratio has been recently review and amended to 65:35 to take into account new developments in the outer areas of Gawler e.g. Gawler Green.

Meetings occur on a monthly basis, the second Tuesday of the month, currently at Symes Accountants. Board members are expected to attend meetings on a regular basis and those who do not attend meetings on four consecutive occasions will be released of their position.

d) Project Ideas for 2015-2016

Discussion on ideas/activities for the 2015/16 Budget included;

- Each Board member to speak to one business owner per month about the GBDG
- Facebook/internet marketing
- Christmas pageant/ tree
- Financial training with the assistance of Lorraine Thornton
- Christmas window displays with the assistance of Sarah Davies
- Networking functions/ Breakfast meetings
- Street-scape, beautify Murray Street with the assistance of Milton Vadoulis
- Movie night at the Gawler Cinema
- Jazz and Classical music festivals with the assistance of Bruce Raymond. A Classical music festival could be conducted in the historic churches of Gawler, with the ABC recording the Sunday live performance.

These and other concepts are to be discussed in more detail at the budgeting workshop in January 2015.

Action: Board members are to be supplied with ten 'Welcome Packs' each.

e) Connect Letter of Support- Tabled

It was discussed at length that more consultation and discussion should have occurred in conjunction with the Connect Project grant application. The request for the letter of support, made 48 hours prior to being required, was thought to be inadequate.

Mayor Karen Redman spoke to the Connect Project stating that;

- The focus of the grant application is to create jobs
- The development is to include an arts/ culture/ Aboriginal centre and IT hub, which will house the Gawler Heritage Collection (national significance), an Aboriginal Collection, youth space, Gawler art gallery and library
- The total expected expense of the project is approximately \$12 000 000
- The grant application is hoped to raise approximately \$5 000 000 to \$6 000 000
- The remainder of cost will have to be raised by the Town of Gawler

- If the grant application is unsuccessful the project will need to be revised as buildings require restoration

Motion: The letter of support for the Town of Gawler Connect Project grant application is approved by the Gawler Business Development Group Board.

Moved: Debbie Robins

Seconded: Gary Iremonger

Carried

Note-

It should be noted that Lyn Gill strongly objected to the approval of the letter due to the untimely circumstances.

Action: Steven Harrison to make a presentation about the Gawler Connect project to the GBDG Board in 2015.

f) Tour Down Under Women's Cycling event

Sigrid reported that she had spoken to Max Stevens from Cycling Australia and he advised that he had taken over organisation of the Women's Tour Down Under from Jenny McPherson of Cycling SA. Unfortunately he was not informed of the initial conversations regarding the event being held in Gawler and organised the event to occur in Goolwa.

4. Chair's Report-

5. Treasurer's Report- Carried over

- a) October/November Report
- b) Audit
- c) ANZ Bank Account Administrator

6. Marketing

- a) Gawler Jazz Festival Report- (Carried over)

- b) Christmas Hampers

Foodland is organising the fifteen Christmas food hampers. Christmas vouchers valued at approximately \$325 (for food and prizes) will be distributed at the Gawler Carols by Louise Drummond. Sigrid is to purchase gift vouchers from Gawler businesses. The Lions Club did not reply to the request to organise the food hampers.

- c) Christmas Decorations

Christmas decorations (trees) purchased by the GBDG in past years, had been installed (on poles) in the Murray Street by Council. In the past few years they had not been installed due to problems with ETSA poles (designed to crumple) and replaced by the portrait banner

poles. It was discussed that further decorations could be purchased for Willaston and Gawler South if storage (by Council) was not an issue. The brackets to attach the decoration to the pole had cost approximately \$400 each.

7. Website/ Electronic Media Committee- Carried Over

- a) November Report
- b) Zynke Design Website

8. Correspondence- Carried Over

**9. Communications & Marketing- Summary Report Tabled
Noted**

10. Other Business

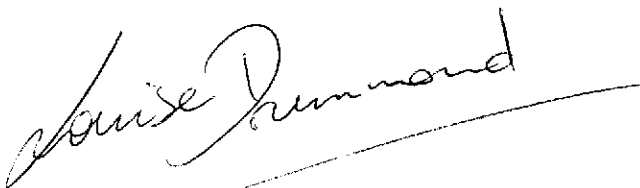
- i. 2015-2016 Budget Meeting

A Budget meeting to determine what activities and marketing are to occur in 2015/16 will occur in January 2015. Ideas highlighted in (3d) are to be further discussed.

- ii. Community Radio Station (Carried Over)
- iii. Christmas Meeting (Carried Over)
- iv. Industry Leaders Report/ Jobs Portal (Carried Over)

11. Next Meeting: Tuesday 13th January 2015

12. Closed: 9.05am



Louise Drummond
Chairperson

