

Date	MINUTES of 14th January 2014
Time	7.30-8.50am
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 Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre Gary Iremonger (Deputy Chair)- Eagle Foundry- Other Dianne Borrington, Aura Homewares- Town Centre Daniel Phillips- Newton's Building & Garden Supplies- Evanston Greg Matz, Mensland- Town Centre Cr. Kevin Fischer, Town of Gawler Sigrid Murljadic- Business Liaison & Marketing Officer (BLMO)
Guests	
Apologies	
Absent	Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Matthew Doecke, Rainbow Pets- Town Centre

2. Confirmation of Minutes- 10th December 2013
Motion:

The GBDG Minutes of 10th December 2013 are accepted as a true and accurate record.

Moved: Greg Matz

Seconded: Kim Peake

Carried

3. Business Arising-
a) 2014 MainstreetSA Conference Sponsorship- Email Tabled

The Board was disappointed by the rejection of the MainstreetSA Committee to allow the GBDG to partner Council in hosting the 2014 MainstreetSA Conference and allowing for the 'Shop Gawler' logo to appear on promotional material. The offer of \$5,500 for a 'Gold Sponsor,

[www.mainstreetsa.com.au/wpcontent/uploads/MAI2527_A4_SponsorDoc_MSConference14_3LR1.pdf] made by the MainstreetSA Committee was considered. As the initial offer of \$7,500 made to Council was to ease the financial burden of hosting the Conference and show support, it was decided to further pursue the matter before opting to become a 'Gold Sponsor' at a cost of \$5,500.

Motion:

Further explore the possibility of a joint venture with Council in hosting the 2014 MainstreetSA Conference. If this is not possible, then become a 'Gold Sponsor' at the discounted price of \$5,500.

Moved: Peter Caddy**Seconded:** Daniel Phillips**Carried**b) Hero Building

HT Constructions indicated to owners Qui and Tran, that it was not interested in undertaking the Hotbread Bakery facade restoration, as its speciality is in projects of a larger scale. They however directed Qui to another Construction company, who have since provided an acceptable quote. Unfortunately Traffic Management had not been addressed in the quote and was to be followed up by Qui. A meeting is to be held with Council, Qui and Tran, accompanied by Sigrid to discuss the process.

c) Essex House/ Renew Australia- Renew Australia Email Tabled

Greg had no contact with Michael Mattei during the Christmas break. Sigrid is to provide Greg with Michael Mattei's mobile number to enable further discussions.

Gary received two quotes from painters to paint the facade of the Essex House, which included cleaning (removal of pigeon poo). Sigrid is to provide Gary with contact details of painter Grant Herrmann.

The \$1800 quote received by Kevin for the installation of spikes (preventing pigeons from landing) also included cleaning, so it is possible that the cost of painting could be less than initially thought.

Sigrid contacted Renew Australia in regards to revisiting membership and insurance coverage for projects, public liability and Board members. It appears that Renew Australia has progressed with defining their terms and is now able to offer Associate Membership, which provides assistance and insures one project for twelve months.

d) Education Cluster - Carried over

Louise to invite Anne Moroney CEO of RDAB, a guest speaker and interested parties to discuss and explore the possibility of the concept.

e) Christmas Carols Report

Deputy Chair, Gary Iremonger presented the Christmas hampers to the winners of the competition, who had been contacted by Sigrid and invited to collect their Christmas vouchers (Lions Christmas cake & pudding and gift hamper vouchers) at the Christmas Carols. Only four winners were unable to attend, but collected their hampers during the week.

Mark Carzo, Manager of Foodland reported how delighted the recipients were to receive a basket full of Christmas groceries (including the basket). Sigrid also received several thank you emails. As a PR exercise it was thought the campaign had been had very successful, but as an effective marketing tool, with only 105 entries, its effectiveness was questioned.

Congratulations went to Aura Homewares who won the Gawler Glowing prize of \$500 for best business Christmas window display and the efforts of Sarah Davies (Visual Merchandiser) and Lorraine Thornton (Business Management), who had been inspirational.

f) Change Music Festival/ 175th Anniversary

Gary Iremonger, GBDG representative to the 175th Anniversary Committee, reported that the 175th Committee had agreed to;

- i. Brand all community activities with 175th Anniversary logo in 2014
- ii. Allow organisations to utilise the 175th Anniversary logo on stationery this year
- iii. Display the 175th Anniversary banner across Murray Street for the duration of 2014
- iv. Distribute 175th Anniversary certificates for babies born in 2014
- v. 175th Anniversary window stickers to be displayed in shop windows in 2014

Motion: The GBDG is to utilise the Council approved 175th Anniversary logo in its letterhead during 2014.

Moved: Peter Caddy

Seconded: Gary Iremonger

Carried

Martin Johnson was being offered support for the Change Music Festival in the form of graphic design and production of brochures and posters (to the value of \$1000).

4. Treasurer's Report

- a) November Report- Carried over
- b) Internet Banking- Carried over
- c) Credit Card Application- Carried over
- d) Audit- Carried over

5. Marketing

a) Christmas Hamper & Gawler Glowing Winners- (See 3e. Christmas Carols Report)
<http://gawler.org.au/news/gawler-glowing-winners>

b) 2014/15 Business & Marketing Planning Session
6-9pm Wed 15th Jan. Conversations Cafe

c) Future Monthly Competitions/ Totally Locally
To be explored at the Planning Session Wednesday 15th January.

It was discussed that the February campaign was to be of a Valentine's theme. To win \$500, entrants must answer three (3) questions utilising the website. Questions to include;

- i. From which Gawler florist would you purchase flowers?
- ii. Which Gawler restaurant would you book for dinner?
- iii. From which Gawler store would you purchase gifts or jewellery?

d) The Leader, Christmas article- Tabled
The 2013 Chair's Report was featured in The Leader (back page) with the Christmas message at no additional cost.

e) Building Photography

David West of MainstreetSA had presented 'artist's impression', digitally enhanced photos of restored Gawler historic buildings several years ago. It was suggested that photos of several buildings, to be earmarked as Hero buildings, be photographed by Peter Dibben for the purpose of encouraging landlords to restore the facades. It was thought that by illustrating how their buildings could look and providing assistance, landlords could be inspired to conduct further Hero building projects (with Heritage advice).

Action: Sigrid to determine the cost of Peter Dibben Photography and Cara Briscoe digital enhancing.

6. Website/ Electronic Media Committee-

a) November/December Report- Tabled
Shane Bailey's Report proved very interesting, reporting on the number of hits and utilisation of the website that could be attributed to the monthly promotions. It was suggested that the Totally Locally concept be explored and included in the website (and links provided).

Motion: The November/ December Website Report by Shane Bailey be accepted.

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

Carried

- b) Terms of Reference (carried over)

7. Correspondence- November Tabled

Noted.

8. Business Liaison Report- Summary Report Tabled

- a) BLO Contract (carried over)

Louise Drummond and Peter Caddy to review Sigrid's contract or if time permits, the contract could be reviewed by the Board at the Planning Session

- b) Creative Ideas Council Workshop- Notes Tabled

Sigrid reported that she had attended the workshop, which concluded with the objective to activate a Gawler laneway, preferably the laneway next door to the Hotbread Bakery, (Hero Building) with markets.

- c) Annual Leave 21st-28th Feb 2014

Sigrid is racing in the Adelaide to Port Lincoln yacht race and will be away from Friday 20th to Tuesday 24th January and hopefully will return unscathed!

9. Other Business

- a) Resignation of Helen Glen- Tabled

It was unfortunate that Helen would no longer be in Gawler. Louise and Sigrid had replied to Helen, thanked and wished her well.

- b) Model Photographic Contract

The contract for the male model whose photographs are displayed on the website, specifies that royalties are to be paid (for the use of his image) if his photographs are to be used for a period longer than two years.

Action: Remove and replace with an alternative, any photographs from the website displaying the image of the male model.

Board member profiles and photographs are to be updated on the website. Louise requested that each Board member play a higher public / greater PR role.

- c) 175th Anniversary stickers for business windows- Email Tabled

The Board supported the concept of 175th Anniversary stickers for business windows.

d) Welcome to Gawler Sign for Travel Planner- Email Tabled

While the Board members agreed that they were not adverse to the idea of a 'welcome sign' above the Travel Planner, they were not interested in providing and funding such a sign.

Motion: The GBDG Board does not support the proposal by Deputy Mayor Brian Thom, to fund a 'welcome sign' above the Travel Planner.

Moved: Cr. Kevin Fisher

Seconded: Greg Matz

Carried

Dianne departed 8.45am

e) New Businesses to Gawler

At the southern end on Murray Street, new businesses include a bridal, fashion and lingerie store. Workskil is to open in Walker Place. Rams Home Loans at the upper end of Murray St. is to open in March. Rob the operator of Rams is interested in a position on the Board.

f) Mainstreet Regeneration

Louise had discussed with Bill O'Brien Mayor of Light Regional Council, the possibility of a combined tour to areas such as Mt. Barker and Strathalbyn to research CBD rejuvenation. It was thought that each party could provide participants to fill half a bus.

10. Next Meeting: Tuesday 11th February

11. Closed: 8.45am



Louise Drummond

Chairperson