

Date	MINUTES of 10th June 2014
Time	7.30-9.10am
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 Gary Iremonger (Deputy Chair)- Eagle Foundry- Other Greg Matz, Mensland- Town Centre Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Cr. Kevin Fischer, Town of Gawler Sigrid Murljadic- Communications & Marketing Officer (CMO)
Guests	Debbie Robins, Advanced Personnel Management
Apologies	Daniel Phillips- Newton's Building & Garden Supplies- Evanston Matthew Doecke, Rainbow Pets- Town Centre Dianne Borrington, Aura Homewares- Town Centre
Absent	

2. Confirmation of Minutes- 13th May 2014
Motion:

The GBDG Minutes of 13th May 2014 are accepted as a true and accurate record.

Moved: Greg Matz

Seconded: Peter Caddy

Carried

3. Business Arising-

- a) Bizlink, Office of Small Business Commissioner (carried over)- Tabled

It was thought that although the Bizlink seminar would be of benefit to new businesses, existing businesses would probably not be interested in attending and recruitment would be very difficult.

Motion: The offer to host a Bizlink seminar in Gawler by the Office of Small Business Commissioner is declined at this stage.

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

Carried

b) Hero Building- Traffic Management Report

The process of producing a Traffic Management Report had not been explained in initial Hero Building discussions with Council and had been treated with little attention. In subsequent meetings with Council it had since been discussed that the development of a Traffic Management Report had to be completed by suitably qualified consultants in order to avoid liability and was not a simple undertaking. The disjointed approach to by the Planning and Engineering departments was frustrating to Jeanette Lockwood, Project Manager and Sigrid. Council is to review its related internal processes.

Action: Sigrid to further explore the production of a Traffic Management Report with Work Zone.

c) Renew Australia Membership (carried over)

Sigrid reported it was unlikely that empty shops could be accessed for the installation of pop-up shops. In most cases real estate agents managed the vacant shops and were unwilling to grant access for the installation of temporary businesses. The agents were not concerned about the impact empty shops had on neighbouring tenants or the appeal of the town, only that the shop would look occupied and discourage potential tenants. Hence it was probably not worth pursuing the Renew Australia Membership.

Cr. Kevin Fischer reported that Council may be able to encourage the repair of unsightly commercial properties by penalising and not applying the discretionary rebate to those commercial properties in a state of disrepair. It was also suggested that the absence/presence of white ants or vermin be used as a criteria for granting/rejecting the discretionary rebate.

d) 175th Anniversary

Gary reported that community events this year were encouraged to be badged as 175th Anniversary events e.g. Change Music Festival Oct 5th & 6th. Sigrid has submitted documentation for the 'SALA Gawler Art Trail' and 'Gawler Jazz Festival' events to be 'badged' as 175th Anniversary events. The official opening of the Change Music Festival will include a steam train coming to Gawler to commemorate the original opening of the Gawler railway line. Woolworths and BigW also commemorated the 175th Anniversary with a low key promotion.

e) Gawler Jazz Festival

The co-ordination of the Gawler Jazz festival is progressing well with most venues being contacted and agreeing to participate. Most venues should finalise their decision on performing bands in the following week.

f) Loxton Traders Association WiFi, Cr. Kevin Fischer

Cr. Kevin Fischer reported that Loxton had an active Traders Association that was possibly funded by Council. The Loxton Free WiFi cost an initial \$10,000 to set up with ongoing costs of \$1500-\$2000 per year. There is a cost of approximately \$600 per year for 'back end' programming. The WiFi area has been extended from the original CBD area to include the river foreshore for an additional \$2000. The extended area can be activated for special events such as 'Pedal Pre' and deactivated when no longer required. The Free WiFi access can be restricted by either time or volume of data. The Loxton Traders Association was also considering an event App (Twoppy) at a cost of approx. \$300.

Cr. Kevin Fischer suggested Free WiFi could possibly be funded by the Digital Inclusion Program. Large digital screens and cameras enabling conferences would be installed in the Council Chambers and Sport and Community Centre under the program. There was general discussion that implementation of the Loxton Free WiFi was considerably cheaper than the \$50,000 originally suggested.

Motion: Explore the costs of establishing free WiFi in Gawler and ongoing data with Telstra.

Moved: Cr. Kevin Fischer

Seconded: Peter Caddy

Carried

g) Loxton Vouchers (carried over)

Loxton Gift Vouchers can be purchased on line and had proved very successful. There were concerns about fraudulent vouchers and security.

Action: Sigrid to follow up Loxton Gift Voucher program.

h) Walker Place Deputation

Sigrid reported that the (second) Walker Place petition had been submitted and Inekke Sani of Nourish Café made a deputation to Council on behalf of the Walker Place and Murray St. traders. The deputation was well expressed and supported by Walker Place and Murray St. traders. Councillors Brian Thom and Barry Neylon were supportive of the presentation. The outcome was positive with the CEO Henry Inat stating that traders in Walker Place and Murray St. would be consulted in the process of re-developing Walker Place.

i) Welcome Pack- Tabled

Tabled- Designs of the sticker for Welcome Pack folder, business card for Louise Drummond, Website Information and Website Data sheets. Other documents such as brochures from Government organisations and agencies would also be contained in the Welcome Pack.

Noted

4. Chair's Report-

Louise Drummond reported on the monthly meeting with CEO Henry Inat.

Discussion included;

- Streamlining the Hero Building process
- The Walker Place petition- an initiative by the Walker Place and Murray St. concerned traders. The role of the GBDG was to represent and support the interests of their members, which included support for the Walker Place and Murray St businesses affected by a potential street closure.
- Marketing Levy ratio review CDB: non-CBD 70:30

5. Treasurer's Reporta) May Report- Tabled

Most funds spent were for the Communications and Marketing Officer. There was a deposit of \$400 from artists for the SALA exhibition, with more to come.

Motion: The May Financial Report (below) is accepted

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

Carried

Income and Expenses
Gawler Business Development Group Inc
MAY 2014

Income			
Council Receipts			
Interest Income	\$46.09		
Kies Training			
Memberships			
Other Revenue	\$400.00	SALA cash	
Total Income	\$446.09		
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Gross Profit	\$446.09		
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Less Operating Expenses			
Advertising	\$1,964.73	291,296	
Bank Fees	\$7.55		
Conference			
Speakers			
Executive Officer - Sigrid	\$4,130.00	294,297	
Prizes			
General Expenses	\$300.00	293	Peter Dibben - photos
Hire of venue			
Insurance			
Membership	\$409.09	295	SALA membership
Office Expenses			
Website etc	\$671.05	292	
Graphic design			
Printing & Stationery			
Postage	\$252.44	294,297	
Training			
Jazz Festival			
Xmas Hampers			
Total Operating Expenses	\$7,734.85		
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Net Profit	-\$7,288.76		
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Bank Account @ 30/5/14	\$72,224.18		
less outstanding cheques	\$0.00		
Cash Available	\$72,224.18		
GST payable for month	\$0.00		
GST ITC	\$742.73		

Income and Expenses
Gawler Business Development Group Inc
JULY 2013 to MAY 2014

Income	
Council Receipts	\$120,090.91
Interest Income	\$795.47
Kies Training	\$413.64
Memberships	\$300.00
Other Revenue	\$657.73
Total Income	\$122,257.75
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Gross Profit	\$122,257.75
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Less Operating Expenses	
Advertising	\$20,194.40
Bank Fees	\$70.80
Conference	\$5,070.00
Speakers	\$8,940.00
Executive Officer - Sigrid	\$50,186.73
Prizes	\$3,949.09
General Expenses	\$6,743.73
Hire of venue	\$2,785.23
Insurance	\$2,854.42
Membership	\$409.09
Office Expenses	\$0.00
Website etc	\$4,711.86
Graphic design	\$3,510.20
Printing & Stationery	\$1,366.21
Postage	\$1,103.61
Training	\$14,600.00
Jazz Festival	\$24,351.84
Xmas Hampers	\$4,802.05
Total Operating Expenses	\$155,649.25
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Net Profit	-\$33,391.51

b) Audit (carried over)c) ANZ Bank

Treasurer, Peter Caddy had initiated opening the new ANZ account, but required minutes that confirmed the three signatories (Louise Drummond, Peter Caddy and Kim Peake).

Action: Sigrid to provide Minutes confirming signatories.

6. Marketing

a) June Competition-

There had been approximately 100 entries in the 'Winter Warmer May/June competition. While entry numbers were down, it was recognised that the competitions were still successful in collecting data. In the new financial year there will be a \$1500 prize, over a period of three months, with Facebook 'boosted' posts, which should attract more attention.

Motion: Competitions are to be promoted on a bi-monthly or quarterly basis with a prize pool of \$1500 (instead of monthly with a \$500 prize).

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

Carried

b) July Competition- Gawler SALA Art Trail/ Art in August

The July and August competition will promote the Gawler SALA Gawler Art Trail/ Art in August.

The Sept and October competition will promote the Gawler Jazz Festival (Nov 1 & 2). The prize will consist of ten meal vouchers from the ten venues.

The November and December competition will promote the Christmas Hamper give away.

7. Website/ Electronic Media Committee-

a) May Report

The quote was received from Arianne Lepse of Red Monkey for the development of an App and the re-development of the GBDG website. Shane Bailey, IT advisor found the quote confusing and that the two components, App and website, should have been treated individually allowing for transparency. It was thought that the proposal was too expensive.

b) Zynke Design Website Quote

Discussions with Zynke Design regarding web development and mobilization, had occurred with the IT Committee, Shane Bailey and Daniel Phillips. All were satisfied that Zynke was able to provide effective answers and service.

Motion: The Zynke Design quote (\$5380) for the development of a new website and mobilization is accepted.

Moved: Cr. Kevin Fischer

Seconded: Peter Caddy

Carried

Once the new website is completed, a greater effort to list trades and home-based businesses on the Gawler Business Directory, (at a cost of \$165 inc. GST) will be made.

8. Correspondence- May/June Tabled

Noted

9. Communications & Marketing- Summary Report Tabled

Noted

10. Other Business

a) Marketing Levy Ratio- Tabled

While it was agreed that non-CBD businesses are greater served by the activities of the GBDG than previously e.g. Gawler Business Directory, Facebook and training, it is recognised that activities such as events are of more benefit to the CBD. Hence the ratio probably requires a review, but it was thought that a 50: 50 ratio was not truly reflective. Other options such as 60:40 and 65:35 (CBD: non-CBD) should be explored, to determine the ratio which has the least impact on businesses and achieves the additional budget of \$12,000.

Motion: Request that Paul Horwood, Town of Gawler's Manager of Finance investigate a CBD: non-CBD Marketing Levy model which least impacts businesses and achieves the \$12,000 increase in the budget.

Moved: Peter Caddy

Seconded: Greg Matz

Carried

b) 2014/15 Council Annual Budget Proposed Commercial Rate Increase

A meeting will be held to discuss Gawler commercial rates and compare other similar Council areas such as Barossa and Mt. Barker. The Town of Gawler 2014/15 Budget goes before the Council Tuesday 24th June. The meeting is to be held on Tuesday 17th June 7.30am.

c) Regional Safety Solutions- Tabled

Regional Safety Solutions is an organisation specialising in Legal Compliance Safety Management Systems | Safety Training Risk & Hazard Registers | Corrective Action Logs | Emergency Preparedness | First Aid Registers | Incident Reports & Investigations | Consultative Measures | Toolbox Meetings | Worksite Inspections | Operating Procedures | Skills & Training Register | etc.

It was agreed that all businesses should be aware of safety obligations and procedures and a one hour introductory workshop (October) would be of benefit. Given that there was a similar provider in Gawler, it was acceptable that the Regional Safety Solutions newsletter be uploaded or linked to the website.

The Regional Safety Solutions expressed their support for events such as the Gawler Jazz Festival with an offer of sponsorship.

Action: Sigrid to check to Constitution to see if membership or sponsorship was acceptable.

d) Business Closures- Herbal Apothecary, Sweet Boutique, Fashion & Fun & La Dolce Vita

Noted

e) Council Procurement Policy, Cr. Kevin Fischer
John Bolton sent an email in regards to the Council Procurement Policy and the way it was implemented. It was agreed that local businesses should be made aware of tenders, tenders should be advertised locally and successful tenders should not be solely based on the lowest price, but should support the local community, in the spirit the policy intended. It was recognised that local tenders were still required to be competitive, but a 20% allowance could possibly be adopted to support local trade and the ongoing benefits to the community e.g. jobs.

11. Next Meeting: Tuesday 8th July

12. Closed: 9.10am

Louise Drummond
Chairperson

