

Date	MINUTES of 13th May 2014
Time	7.30-9.00am
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 Matthew Doecke, Rainbow Pets- Town Centre Dianne Borrington, Aura Homewares- Town Centre Daniel Phillips- Newton's Building & Garden Supplies- Evanston Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Cr. Kevin Fischer, Town of Gawler Sigrid Murljadic- Communications & Marketing Officer (CMO)
Guests	Debbie Robins, Advanced Personnel Managemen Peter Ward, Employment Directions Shane Bailey, BMusic
Apologies	
Absent	

2. Confirmation of Minutes- 8th April 2014

Motion:

The GBDG Minutes of 8th April 2014 are accepted as a true and accurate record.

Moved: Greg Matz

Seconded: Peter Caddy

Carried

3. Business Arising-

a) Arianne Lepse, Red Monkey Apps (8am)

Arianne presented;

- The current GBDG website is not interactive, representative of objectives and needs updating
- There is a choice between Custom Apps and Native Apps
- The recommended Native App has a better search function to enable finding businesses and community events easier

- The GBDG would be able to monetize the App, returning money to the GBDG for events or the community
- The GBDG would be able to sell advertising on the App
- Push Notifications e.g. notification of sales or events
- Download free App for website/ directory/ competition/ newsletters etc.
- Red Monkey would provide a current up to date platform
- There would be no initial cost to the GBDG. Businesses would pay \$100-\$120/yr
- On-going costs such as updates & maintenance would be covered by a small fee (which could be recovered by the monetization of the App)
- Training in marketing, Facebook and posts would be provided

Discussion followed on the differences between Hybrid and Native Apps. Shane reported due to technological advances, the Hybrid App now has as much functionality as a Native App, but at a much cheaper price. A Hybrid App is capable of Push notifications, have a cached directory and share both website and App platforms (HTML5). The cost of a Native App is approximately \$15,000 more than a Hybrid App (\$5,000).

Dianne Borrington departed 8.25am

Debbie Robins departed 8.30am

Matthew Doecke departed 8.35am

b) Hero Building

It is hoped that the Hero Building restoration will commence this month (May). The delay has been due to the absence of an Engineer's Report. A Pedestrian Traffic Management Plan is to also be submitted prior to commencement of the project. Building owner, Brian Ivkovic has also lodged a Heritage Grant application with Council for façade restoration of 50-56 Murray St. (OPSM & Cups 'n Cakes).

c) Renew Australia Membership (Carried over)

d) Business Plan Presented to Council

The Business Plan presented to Council seeking a 10% in funding (due to CPI and an increase in commercial properties), was approved on the basis of 4% CPI and commercial growth (the value of which is to be determined). The overall increase will possibly be close to the requested 10%. It was discussed, that the reaction by Councillors to the increase was unnecessary, as the increase enabled new commercial properties (Gawler Green, Golden Fleece etc.) to contribute to the Marketing Levy at the same level as existing properties, it was not a 10% increase to existing payees.

e) Change Music Festival/ 175th Anniversary

Change Music Festival was progressing well. Sigrid uploaded Facebook updates on a regular basis and Martin Johnson was distributing the program and posters the GBDG had provided.

Gary Iremonger commented that he would follow up with the 175th Committee the need for the overhead Jazz Festival banner to be displayed instead of the 175th Anniversary to advertise the Gawler Jazz Festival.

f) Gawler Jazz Festival

Sigrid reported that the organisation of the Jazz Festival was progressing well and that she had contacted many of the venues securing their support. Venues such as the Golden Fleece, Cafe Nova, Conversations Café, Prince Albert, The Exchange, Fig22, Eagle Foundry and Rotary Village Fair had all agreed to participate. Other hotels such as The Old Bushman, Willaston and those in Gawler South were still to be approached. Sigrid was also in the process of matching musicians to venues.

g) Building Photography Completed

The building photography had been completed by Peter Dibben. Graphic design to alter the appearance of the buildings (to resemble their heritage style) would be undertaken by Cara Briscoe.

h) VM & Business Management Study Tour- Monday 28th April Cancelled

The study tour had been cancelled due to a lack of numbers and associated costs. The tour is to be conducted at a later stage, in conjunction with the next Visual Merchandising workshops.

i) Loxton Traders Association WiFi & Vouchers, Cr. Kevin Fischer (Carried over)**4. Chair's Report- Nil****5. Treasurer's Report**a) April Report- Tabled

The third quarter payment from Council had been received. A deposit of \$4552.50 had been paid for the Hero Building project from the \$10,000 Council Heritage Grant funds.

Motion: The April Financial Report (below) is accepted

Moved: Peter Caddy

Seconded: Greg Matz

Carried

Income and Expenses
Gawler Business Development Group Inc
APRIL 2014

Income		
Council Receipts	\$37,000.00	
Interest Income	\$57.35	
Kies Training		
Memberships		
Other Revenue		
Total Income	\$37,057.35	
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Gross Profit	\$37,057.35	
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Less Operating Expenses		
Advertising	\$3,346.36	284,285,286
Bank Fees	\$5.10	
Conference		
Speakers		
Executive Officer - Sigrid	\$4,532.50	282,287
Prizes	\$500.00	289
General Expenses	\$4,663.64	290
Hire of venue	\$800.00	280,283
Insurance		Easter prize
Membership		30% Hero Building deposit, from \$10k in July
Office Expenses		Conversations 6 meetings and training
Website etc		Gawler Arms facebook marketing
Graphic design	\$850.00	288
Printing & Stationery	\$300.00	279
Postage	\$263.16	287
Training	\$1,280.00	281
Jazz Festival		
Xmas Hampers		
Total Operating Expenses	\$16,540.76	
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Net Profit	\$20,516.59	
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Bank Account @ 029/4/14	\$90,969.69	
less outstanding cheques	\$10,441.00	283, 284, 285, 286, 288, 289, 290
Cash Available	\$80,528.69	
GST payable for month	\$3,700.00	
GST ITC	\$1,440.57	

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

Income

Council Receipts	\$120,090.91
Interest Income	\$749.38
Kies Training	\$413.64
Memberships	\$300.00
Other Revenue	\$257.73
Total Income	\$121,811.66

Gross Profit **\$121,811.66**

Less Operating Expenses

Advertising	\$18,229.67
Bank Fees	\$63.25
Conference	\$5,070.00
Speakers	\$8,940.00
Executive Officer - Sigrid	\$46,056.73
Prizes	\$3,949.09
General Expenses	\$6,443.73
Hire of venue	\$2,785.23
Insurance	\$2,854.42
Membership	\$0.00
Office Expenses	\$0.00
Website etc	\$4,040.82
Graphic design	\$3,510.20
Printing & Stationery	\$1,366.21
Postage	\$851.18
Training	\$14,600.00
Jazz Festival	\$24,351.84
Xmas Hampers	\$4,802.05
Total Operating Expenses	\$147,914.40

Net Profit **-\$26,102.75**

b) Audit (carried over)

c) ANZ Bank

Treasurer, Peter Caddy had spoken to Raff from Gawler ANZ and had been advised of the 'Community Select Account' for community organisations which would meet the requirements of the GBDG by providing;

No fees | 2-4 signatories | administrator access (non-signatory) | a Visa credit card with a limit of \$1000 for operational expenses, which can be used by a non-signatory.

Motion: The GBDG proceed with opening a 'Community Select Account' with Gawler ANZ for the purpose of transferring funds from and closing the current Bendigo Bank account.

Moved: Peter Caddy

Seconded: Cr. Kevin Fischer

Carried

d) Bendigo Bank, Munno Para

There had been no response from the Bendigo Bank, Munno Para.

6. Marketing

a) Easter Competition Winner-

The winner of the Easter competition (find the 3 locations of the Pink Bunnies) was Yvonne Pavier of Gawler. It was discussed that although there were few entries, the Easter bunnies in windows had generated interest and an Easter atmosphere. Enough bunnies remained to repeat the competition next year. It was thought that instead of asking entrants to provide all three locations of the Easter bunnies, it may encourage more entries by providing only one of the three locations and involve schools next year.

b) May/June Competition

It was discussed that a 'Winter Warmer' competition be held for May and June and art work from the previous year be utilised. Entrants should answer a question relating to the Gawler Business Directory website.

7. Website/ Electronic Media Committee-

a) April Report- Tabled

b) Zynke Design Website Quote- Tabled

The quote received from Zynke Design is to be discussed with the Website Committee and IT Consultant Shane Bailey.

8. Correspondence- April/ May Tabled

Noted

9. Communications & Marketing- Summary Report Tabled

Noted

10. Other Business

a) Business to Business Marketing

It was suggested by Grace Barilla of Gawler Country Office National, that there should be more business to business promotion during networking functions, to make business people more aware of Gawler products and services and enable referrals e.g. exchange flyers and business cards at functions.

b) Multi-level Carpark Review

Cr. Kevin Fischer reported that Council was concerned that commuters travelling to Adelaide via train were parking their vehicles long term in the multi-level car park, occupying shopper's car parks. As time limits exist in the multi-level car park, this should not be a problem. It was discussed that some all-day parking is required for business operators and staff. Sigrid reported that the Mayor mentioned in a Council meeting that a parking fee should be charged (to cover cleaning cost) and that Wilson Parking was keen to provide their services.

Kim Peake departed 8.55am

c) Commercial Property Database

The hard copy commercial property owner's data received via Freedom of Information application should be converted to Xcel format. It was discussed that additional administration support, to the value of \$250 be provided to complete the conversion. Peter Caddy suggested that his office may be able to scan and convert the data. Alternatively Trevor Gent suggested that Rosalie from Gawler Bearings could undertake the data entry.

Motion: Allocate a budget of \$250 to complete the conversion of commercial owner's property data from hard copy to Xcel format.

Moved: Cr. Kevin Fischer

Seconded: Peter Caddy

Carried

d) GBDG Marketing Levy

Cr. Kevin Fischer reported that Council wished to review the GBDG Marketing Levy rates for the CBD and outer commercial precincts.

e) CCTV

Stephen Harrison, Town of Gawler Manager Business & Economic Development is investigating the current security camera system and new options in conjunction with SAPOL.

f) Martin Grunstein

Sigrid reported that Cess Batten of Gawler Dry Cleaners enquired as to when Martin Grunstein would be returning to Gawler to conduct a business workshop. Cess said that over the past twelve months she had requested and received business advice on numerous occasions and that Martin had provided valuable advice and a different perspective.

g) Bizlink, John Rava, Office of the Small Business Commissioner-Tabled

Action: Sigrid to distribute the email from John Rava regarding conducting a 'Bizlink' session.

11. **Next Meeting:** Tuesday 10th June

12. **Closed:** 9.00am

Louise Drummond
Chairperson

A handwritten signature in blue ink that reads "Louise Drummond". The signature is written in a cursive style and is positioned to the right of the printed name and title.