

Date	MINUTES of 14th October 2014
Time	7.30-8.35am
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 Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre Debbie Robins, Advanced Personnel Management- Town Centre Greg Matz, Mensland- Town Centre Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Matthew Doecke, Rainbow Pets- Town Centre Sigrid Murljadic- Communications & Marketing Officer (CMO)</p>
Guests	<p>Mark Bolton, Area General Manager Southern SA, Telstra Beverly Gidman (Council candidate)</p>
Apologies	<p>Dianne Borrington, Aura Homewares- Town Centre Daniel Phillips- Newton's Building & Garden Supplies- Evanston Cr. Kevin Fischer, Town of Gawler</p>
Absent	

2. Confirmation of Minutes- 9th September 2014

Motion: The GBDG Minutes of 9th September 2014 are accepted as a true and accurate record.

Moved: Gary Iremonger

Seconded: Kim Peake

Carried

3. Business Arising-

a) Mainstreet SA Awards

Sigrid reviewed the Mainstreet SA Award applications and advised that eight photographs were needed to lodge the award application. Since there were no photos available, the application for the 2013 Jazz Festival could not be lodged. The Hero Building project was finalised in 2014-15 and not eligible for the 2013-14 awards, but could be lodged next year and photos are available.

b) Marketing Levy Ratio Letter- Tabled

Requests for the review and explanation of the Marketing Levy ratio had come from Cr. Adrian Shackley and Cr. Kevin Fischer, due to the lack of Council records.

Motion: The Marketing Levy ratio letter (tabled) explaining the historical rationale of the 70:30 ratio (town centre:non-town centre) is accepted and is to be forwarded to Council.

Moved: Peter Caddy

Seconded: Greg Matz

Carried

c) AGM- 12th Nov- Flyer & Advertisement Tabled

Sigrd advised that advertisements had been placed in The Bunyip, hard copy flyers sent by mail and promotion via Newsletter would also occur. Essentially there had been an increase of promotion for the event, but there had been little response.

d) Gawler Free WiFi- Mark Bolton, Area General Manager Southern SA, Telstra

Telstra will be implementing 10 million WiFi hot spots around the country. 2000 WiFi hotspots will be launched before Christmas with Rundle Mall and Gawler being SA trial areas in the coming year.

The Broadband service consists of two streams/ channels (public and private) on the same modem. It allows both public and private (Telstra customer) access. Hotspots can be created at pay-phones and Telstra Broadband customer locations with free WiFi being accessible 100-150m distance with a password.

The service is not entirely free as the Telstra customers have paid accounts, the logistics of which are to be determined. The upgrade of the modem to two channels is free. The trial period will be free for a period of 6 months and at a cost to other carriers at a later stage. Council can participate/ contribute WiFi free in areas such as the Visitor Information Session (VIC), parks, Sport & Recreation Centre etc. An information session may be held in January.

e) Christmas Carols Sponsorship- Letter Tabled

A sponsorship information package had been received from the Rotary Gawler Christmas Carols. Council had decreased its sponsorship of the event at a recent Council meeting, which had left the event with a short fall.

Motion: Approval is granted for the sponsorship of the Gawler Carols for the sum of \$1000 (Christmas Tree Package), with the understanding that GBDG competition Christmas hampers will be distributed to winners at the event.

Moved: Debbie Robins

Seconded: Kim Peake

Carried

f) Change Original Music Festival Report from Martin Johnston- Tabled

The GBDG contributed \$1000 for the marketing of the Change Original Music Festival (5 & 6 Oct), a celebration of 175 years, which was organised by Martin Johnson. Approx 1000 people had attended the event.

Motion: The Change Original Music Festival Report, by Martin Johnson is accepted.

Moved: Kim Peake

Seconded: Dianne Robins

Carried

g) 175th Anniversary Committee-

Gary Iremonger reported;

- A State Library photograph of the first train to Gawler is to be displayed as 6 x 6ft mural. Location to be determined.
- Deputy Mayor Brian Thom had organised historic photos to be displayed in shops.
- Restoration of the James Martin statue had been a 175th project and the launch would occur 10.30am on Saturday 15th Nov.
- The history of Deadman's Pass is to be displayed (at Deadman's Pass) as one of the 175th projects, which is a positive outcome as a result of the letter submitted by Peter Whimpress and former efforts by Gary Iremonger (when a member of Tourism Committee).

Motion: The 175th Report by Gary Iremonger is accepted.

Moved: Gary Iremonger

Seconded: Greg Matz

Carried

4. **Chair's Report-**

5. **Treasurer's Report**

a) September Report- Tabled

Motion: The September Financial Report (below) is accepted

Moved: Peter Caddy

Seconded: Greg Matz

Carried

b) Audit (carried over)

Action: Peter to follow up the completion of Audit required for the AGM and ANZ access to activate the credit card.

c) ANZ Bank Account Administrator

Bank statements were being received at Kim's home address.

Action: Sigrid to follow up the address change of bank account statements to PO Box 402 Gawler.

**Income and Expenses
Gawler Business Development Group Inc
JULY 2014 to JUNE 2015**

Income	
Council Receipts	\$0.00
Interest Income	\$219.12
Kies Training	\$0.00
Memberships	\$0.00
Other Revenue	\$0.00
Total Income	\$219.12
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Gross Profit	\$219.12
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Less Operating Expenses	
Advertising	\$8,096.53
Bank Fees	\$18.80
Conference	\$0.00
Speakers	\$2,450.00
Executive Officer - Sigrid	\$15,207.50
Prizes	\$2,000.00
General Expenses	\$4,768.18
Hire of venue	\$840.91
Insurance	\$6,000.14
Membership	\$0.00
Office Expenses	\$0.00
Website etc	\$3,467.46
Graphic design	\$1,490.19
Printing & Stationery	\$500.59
Postage	\$242.50
Training	\$0.00
SALA	\$4,453.00
Xmas Hampers	\$0.00
Total Operating Expenses	\$49,535.80
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Net Profit	-\$49,316.68

Income and Expenses
Gawler Business Development Group Inc
SEPTEMBER 2014

Income

Council Receipts	
Interest Income	\$64.21
Kies Training	
Memberships	
Other Revenue	
Total Income	\$64.21

Gross Profit **\$64.21**

Less Operating Expenses

Advertising	\$3,562.12	336,337,338
Bank Fees	\$8.60	
Conference Speakers		
Executive Officer - Sigrid	\$4,165.00	335,340
Prizes	\$1,500.00	333
General Expenses		
Hire of venue	\$363.64	334
Insurance		
Membership		
Office Expenses		
Website etc	\$136.36	339
Graphic design		Zynke Design - web host
Printing & Stationery	\$44.50	335
Postage		
Training		

Total Operating Expenses **\$9,780.22**

Net Profit **-\$9,716.01**

Bendigo Bank Account @ 29/9/14	\$50,784.31
less outstanding cheques	\$4,216.83
ANZ Bank cash	\$500.00
Cash Available	\$47,067.48
GST payable for month	\$0.00
GST ITC	\$827.16

6. Marketing

- a) Gawler Jazz Festival- Tabled- Program, Poster & Advertisement
- b) Christmas Hampers

Motion: The competition prize value of the fifteen Christmas hampers is to remain the same as last year, i.e. \$300 each being a combination of goods and gift vouchers, with the hampers being collected at the Gawler Carols.

Moved: Daniel Philips

Seconded: Kim Peake

Carried

- c) Christmas Window Displays

It was agreed that the Sarah Davies' merchandising/window display work shop held in 2013 had been most valuable for the businesses that attended. However with the number of participating businesses diminishing over the course of workshops, it was thought that the cost of approximately \$15,000 could better spent. Therefore the Christmas window/merchandising course would not proceed this year.

7. Website/ Electronic Media Committee-

- a) September Report

- b) Zynke Design Website

Work on the new website to continue as outlined.

8. Correspondence- September Tabled

Noted

- a) Note- RDA Barossa Invitation to Annual Report presentation 14th Oct 4.00-5.30pm
Peter Caddy and Gary Iremonger are to attend in the absence of Louise.

- b) Note- Scammell & Co. Business Launch invitation 21st Oct 5.30-9.30pm
La Provencale, Julian Tce.

Sigrid to attend.

- c) Note- Town of Gawler, Child Friendly Gawler meeting 19th Nov 9.30am-4.30pm

Debbie Robins to see if she is able to attend and if this fits in with her work.

9. Communications & Marketing- Summary Report Tabled

Noted

10. Other Business

a) Tour Down Under, Women's Cycling Event

Cycling SA had contacted Daniel Philips in regards to the possibility of having Gawler host the first day of the women's cycling event. Jeanette Lockwood is to follow up with Cycling SA. It was thought that area for fifteen tents and trailers and a SAPOL approved course of about 120km would be needed in order to host the event.

b) Beverly Gidman, Council Candidate

Beverley introduced herself and said that;

- She supported businesses and was very approachable
- She had not been able to attend the official candidate night due to having an operation on her eye
- *Some candidates had not the attended the official candidate evening due to not having had enough time to prepare and hence attended the alternative candidate evening at Café Nova*
- She had the support of Kudla community (160 residents)
- Was lobbying by speaking personally to as many people as possible
- Thanked the GBDG Board for the opportunity to speak to the group

11. Next Meeting: AGM Tuesday 11th November 2014

Meeting Tuesday 9th December 2014

12. Closed: 8.55am


Louise Drummond
Chairperson