

<b>Date</b>	<b>MINUTES of 10<sup>th</sup> February 2015</b>
<b>Time</b>	<b>7.30-8.45am</b>
<b>Venue</b>	<b>Symes Accountants, Corner 12<sup>th</sup> &amp; 14<sup>th</sup> Streets Gawler South Church building, Entry via church doors</b>

**1. Attendance**

<b>Attendees</b>	<b>Louise Drummond (Chair), Personal Touch Home Cleaning- Other</b> <b>Peter Caddy (Treasurer), Symes Accountants- Gawler South</b> <b>Gary Iremonger (Deputy Chair)- Eagle Foundry- Other</b> <b>Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre</b> <b>Dianne Borrington, Aura Homewares- Town Centre</b> <b>Greg Matz, Mensland- Town Centre</b> <b>Daniel Phillips, Newton's Building &amp; Garden Supplies- Evanston</b> <b>Sigrid Murljadic- Communications &amp; Marketing Officer (CMO)</b>
<b>Guests</b>	<b>Cr. Marilyn Nicholson</b>
<b>Apologies</b>	<b>Debbie Robins, Advanced Personnel Management- Town Centre</b> <b>Lyn Gill- Access Medical- Town Centre</b> <b>Cr. Kevin Fischer, Town of Gawler</b> <b>Melissa, Telstra- Town Centre</b>
<b>Absent</b>	<b>Matthew Doecke, Rainbow Pets- Town Centre</b>

**2. Confirmation of Minutes- 13<sup>th</sup> January 2015**

**Motion:** The GBDG Minutes of 13<sup>th</sup> January 2015 are accepted as a true and accurate record.

**Moved:** Kim Peake

**Seconded:** Greg Matz

**Carried**

**3. Business Arising-**

- a) 2015-2016 Budget- Minutes Tabled

**Noted**

The Draft Budget is to be completed for the March Meeting.

- b) Education- Martin Grunstein, Soli Goodes, Bruce Bowen- Tabled

In regards to providing training for businesses, various options and presenters were discussed. While training was seen as important, it was the general consensus that this year's focus would be more on networking. This should promote the GBDG to its membership, as well as benefit businesses in networking with each other, resulting in more business to business promotion.

It was decided that Martin Grunstein be invited to present a seminar in 2015/16. In 2013 Martin had provided a very entertaining and successful session. In addition, he provided free support/ advice for 12 months for businesses, which was well utilised.

**Motion:** Invite Martin Grunstein to present a seminar in 2015/16, to the value of \$5000.

**Moved:** Kim Peake

**Seconded:** Peter Caddy

**Carried**

Other suggested presenters such as Soli Goodes, Vinh Giang ([www.vinhgiang.com.au](http://www.vinhgiang.com.au)) and Steven Bradbury, could be utilised for one of the three (3) breakfast meetings.

c) Christmas Promotion

Christmas promotion suggestions;

- Christmas themed tree wraps by Scott Rathman (\$1500/ six)
- School involvement creating posters for shop windows or a display in Simply Pine
- Christmas lights for Murray St.
- Purchase Christmas lights for main street shops/ businesses
- Christmas music played in the street or via community radio station
- Financially assist the Christmas Committee
- Decorate a Christmas tree in Pioneer Park

d) Streetscape

Cr. Marilyn Nicholson advised that the times for the Streetscape/ Precinct workshops were to be determined and Walker Place was not going to be treated individually, but as a part of the greater CBD precinct. It was suggested that David West, CEO of Mainstreet SA be invited to attend and give his expert opinion.

e) Council Rating Review- Tabled

f) Facebook/IT Marketing Breakfast Meeting 24<sup>th</sup> March

The Breakfast meeting is to be held at Café Nova in the annex, if available.

Details of the speaker (Tania), who has been arranged by the RDAB are to be confirmed.

Other local 'Biz to Biz' network be encouraged and Stellar Digital invited to give a brief overview of what they do.

**4. Chair's Report-**

Louise reported she had been approached by a newspaper for the Board's opinion on changing SA time to Eastern Standard Time. General discussion concluded that there was

little benefit in changing, since Queensland did not keep daylight savings and there was only half an hour's difference between SA, NSW and Victoria.

**5. Treasurer's Report-**

a) December & January Reports- Tabled

The greatest expenses included Christmas hampers, advertising of the competition and the website. A reimbursement of \$35 was paid for a voluntary membership overpayment.

<p><b>Motion:</b> The December and January Financial Reports are accepted. (see below).</p> <p><b>Moved:</b> Peter Caddy                      <b>Seconded:</b> Dianne Borrington                      <b>Carried</b></p>
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b) Audit- Carried over

c) ANZ Bank Account Administrator

Internet banking and signatories are to be organised on Friday.

**Income and Expenses**  
**Gawler Business Development Group Inc**  
**DECEMBER 2014**

<b>Income</b>		
Council Receipts	\$40,750.00	ANZ
Interest Income	\$142.63	
Kies Training		
Memberships	\$150.00	
Other Revenue	\$82.50	
<b>Total Income</b>	<b>\$41,125.13</b>	
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<b>Gross Profit</b>	<b>\$41,125.13</b>	
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<b>Less Operating Expenses</b>		
Advertising	\$1,171.73	375,369
Bank Fees	\$9.30	
Conference		
Speakers		
Executive Officer - Sigrid	\$4,147.50	368,374
Prizes		
General Expenses	\$35.00	372
Hire of venue		repay over paid member fee
Insurance		
Membership		
Office Expenses		
Website etc	\$1,793.00	
Graphic design		
Printing & Stationery		
Postage	\$3.91	368
Training		
Jazz Festival		
Xmas Hampers	\$3,343.91	371,370
<b>Total Operating Expenses</b>	<b>\$10,504.35</b>	
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<b>Net Profit</b>	<b>\$30,620.78</b>	
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Bank Account @ 30/12/14	\$103,165.78	
less outstanding cheques	\$391.50	369
<b>Cash Available</b>	<b>\$102,774.28</b>	
GST payable for month	\$4,090.00	
GST ITC	\$1,049.50	

**Income and Expenses  
Gawler Business Development Group Inc  
JANUARY 2015**

**Income**

Council Receipts	
Interest Income	\$176.36
Kies Training	
Memberships	\$300.00
Other Revenue	
<b>Total Income</b>	<b>\$476.36</b>

<b>Gross Profit</b>	<b>\$476.36</b>
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**Less Operating Expenses**

Advertising	\$1,204.55	<i>379,380</i>
Bank Fees	\$8.15	
Conference		
Speakers		
Executive Officer - Sigrid	\$4,375.00	<i>377, ANZ 1001</i>
Prizes		
General Expenses		
Hire of venue	\$170.00	<i>ANZ 1004</i>
Insurance		
Membership		
Office Expenses		
Website etc	\$3,159.00	<i>378,376</i>
Graphic design	\$100.00	<i>ANZ 1002</i>
Printing & Stationery		
Postage	\$1.95	<i>1,001</i>
Training		
Jazz Festival		
Xmas Hampers		
<b>Total Operating Expenses</b>	<b>\$9,016.65</b>	

<b>Net Profit</b>	<b>-\$8,540.29</b>
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Bank Account @ 30/1/15	\$96,203.09
less outstanding cheques	
<b>Cash Available</b>	<b>\$96,203.09</b>
GST payable for month	\$30.00
GST ITC	\$1,148.61

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

<b>Income</b>	
Council Receipts	\$81,500.00
Interest Income	\$619.05
Kies Training	\$0.00
Memberships	\$450.00
Other Revenue	\$82.50
<b>Total Income</b>	<b>\$82,651.55</b>
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<b>Gross Profit</b>	<b>\$82,651.55</b>
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<b>Less Operating Expenses</b>	
Advertising	\$10,472.80
Bank Fees	\$45.15
Conference	\$0.00
Speakers	\$2,450.00
Executive Officer - Sigrid	\$32,287.50
Prizes	\$2,000.00
General Expenses	\$6,096.20
Hire of venue	\$1,283.64
Insurance	\$6,000.14
Membership	\$0.00
Office Expenses	\$16.41
Website etc	\$9,749.46
Graphic design	\$1,858.49
Printing & Stationery	\$740.14
Postage	\$494.32
Training	\$0.00
JAZZ Festival	\$18,655.01
Xmas Hampers	\$3,343.91
<b>Total Operating Expenses</b>	<b>\$95,493.16</b>
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<b>Net Profit</b>	<b>-\$12,841.61</b>
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**Income and Expenses**  
**Gawler Business Development Group Inc**  
**BUDGET JULY 2015 to JANUARY 2016**

<b>Income</b>	
Council Receipts	\$163,000.00
Interest Income	\$1,000.00
Kies Training	
Memberships	\$1,000.00
Other Revenue	
<b>Total Income</b>	<b>\$165,000.00</b>
<b>Gross Profit</b>	<b>\$165,000.00</b>
<b>Less Operating Expenses</b>	
Advertising	\$10,000.00 promote breakfasts, training
Auditor	\$2,000.00
Bank Fees	
Conference	\$1,000.00 Main Street
Speakers	\$20,000.00 quarterly breakfast speakers and associated costs
Executive Officer - Sigrid	\$55,000.00
Prizes	
General Expenses	\$1,000.00
Hire of venue	\$2,000.00
Insurance	\$3,200.00 Association, officer, public liability general etc
Membership	
Office Expenses	
Website etc	\$12,000.00 maintenance and updates
Graphic design	\$1,000.00
Printing & Stationery & Postage	\$3,500.00
Hero Building	\$5,000.00 Exec Officer time
Training	\$10,000.00 Martin Stumstein, Social media marketing, retail shop front, street scape
JAZZ Festival	\$22,000.00
SALA	\$4,000.00
Venue Insurance - SALA, Jazz Festival?	\$7,000.00 to check what we are covered for
Xmas Hampers/Promotion	\$5,000.00 support Carols, business as part of the Community
<b>Total Operating Expenses</b>	<b>\$163,700.00</b>
<b>Net Profit</b>	<b>\$1,300.00</b>

## 6. Marketing

### a) Draft Gawler Jazz Festival Report- Tabled

Comments were made that the Draft Gawler Jazz Festival report was concise with some good suggestions on how to improve the event, such as redirecting funds to radio advertising and for venues and musicians to contribute more effort in marketing the event.

For future reporting, it was suggested that Uni or TAFE students studying Event Management be utilised to survey audiences. It was decided that the Gawler Jazz Festival be held on the 7<sup>th</sup> and 8<sup>th</sup> November 2015, in keeping with the Rotary Village Fair and being the first full weekend in November.

## 7. Website/ Electronic Media Committee-

### a) January Report- (Carried over)

### b) Zynke Design Website/ Soft Launch

Sigrid reported that she had been working on correcting classifications of businesses on the website e.g two classifications of Lawyers, one being predominantly lawyers and the other being a mix of surveyors, conveyancers etc. She thought it would take approximately a month to make all the needed corrections and longer to complete the missing listings.

## 8. Correspondence for January- Tabled

Noted

### a) Mainstreet SA Conference

Sigrid is to email Mainstreet SA CEO, Steve Maras to follow up the whereabouts of the Mainstreet SA Report.

## 9. Communications & Marketing- Summary Report Tabled

Noted

## 10. Other Business

### a) Steven Harrison. ToG Manager Business Development 8.30am

Due to the late notice and Steven Harrison's work commitments, he is unable to attend. Cr. Kevin Fischer will extend an invitation to Steve Harrison to attend the March meeting to speak about attracting businesses to Gawler.

**11. Next Meeting:** 7.30am Tuesday 10<sup>th</sup> March, Symes Accountants

**12. Closed:** 8.45am

Louise Drummond

Chairperson

