

<b>Date</b>	<b>MINUTES of 14<sup>th</sup> July 2015</b>
<b>Time</b>	<b>7.30-9.05am</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  Gary Iremonger (Deputy Chair), Eagle Foundry- Other  Peter Caddy (Treasurer), Symes Accountants- Gawler South  Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre  Greg Matz, Mensland- Town Centre - Town Centre  Cr. Kevin Fischer, Town of Gawler  Sigrid Murljadic- Communications &amp; Marketing Officer (CMO)</b>
<b>Guests</b>	<b>Brett Whitford, Cups 'n Cakes- Town Centre  Sharen Mcleod, Gawler Paint Centre- Evanston  Peter Ward, Peter Ward Consulting- Nuriootpa</b>
<b>Apologies</b>	<b>Daniel Phillips, Newton's Building &amp; Garden Supplies- Evanston  Dianne Borrington, Aura Homewares- Town Centre  Melissa, Telstra- Town Centre  John Giannitto, The Southern Hotel- Town Centre</b>
<b>Absent</b>	<b>Lyn Gill, Access Medical- Town Centre</b>

**2. Confirmation of Minutes- 9<sup>th</sup> June 2015**

**Motion:** The GBDG Minutes of 9<sup>th</sup> June 2015 are accepted as a true and accurate record.  
**Moved:** Greg Matz                      **Seconded:** Gary Iremonger                      **Carried**

**3. Business Arising-**

 a) Vinh Giang Network Breakfast

It was agreed that the Kingsford Hotel was a suitable venue for the Vinh Giang breakfast on the 12<sup>th</sup> August. The Gawler Greyhound Racing Club should also be considered as an alternative venue.

**Motion:** The Kingsford Hotel (dining room) will be the venue for the Vinh Giang networking breakfast.

**Moved:** Cr. Kevin Fischer                      **Second:** Peter Caddy                      **Carried**

b) Totally Locally Strategy- Tabled; Poster & Email from Sharen Mcleod

Sharen proposed that the Totally Locally campaign should be highly visual and include;

- Quirky posters in empty shop windows such as Essex House
- Portable banners in high visibility colours
- Social media
- Bus shelter signage and electronic signs
- A forum/workshop for more ideas

The current Totally Locally budget is \$6,000. Sharen cited her experience with 'Shoe Boxes of Love', which was a project she started and drew strong community support from word of mouth.

**Motion:** Sigrid is to obtain quotes for the above mentioned items; portable banners, bus shelter and electronic signage and large posters.

**Moved:** Greg Matz

**Seconded:** Gary Iremonger

**Carried**

c) Essex House/ Simply Pine Activation- Tabled; Emails from Steven Harrison, John Giannitto & Carmel Rosier

Discussion included;

- If the southern side of building is initially activated, there may not be an issue with the raising of the flying fox
- Owner Mick Mattei should be responsible for repairing the toilets, as there needs to be some commitment by the Landlord
- There may be opportunity to utilise the Council Hero Building grant
- The building could initially be utilised for two or three signature events e.g. the October long weekend and November Gawler Jazz Festival as a 'test run'
- The estimated budget is \$14,000; \$10,000 may be available from the Council Hero Building grant and the rest would have to be underwritten by the GBDG, which could be recouped by the sale of market stalls
- Authorise John Giannitto to negotiate with Michael Mattei on behalf of the GBDG Board
- Free rent initially for the signature events, so that feasibility can be determined

**Motion:** The GBDG Board authorises John Giannitto to negotiate with Michael Mattei (Essex House owner) for use of the building, with the condition that Michael provides initial free rent and that the toilets are fixed/replaced, with a view to leasing the building longer term for an art/craft market.

**Moved:** Cr. Kevin Fischer

**Seconded:** Greg Matz

**Carried**



d) 2016 Yamaha National Band Championships- Tabled; YNBC letter to Council

The National Band Competition parade will occur between 7.45-10.45am concluding before 11am, and keeping disruption to a minimum. There was uncertainty and concern about the route of the parade. The Board was not in favour of the closure of Lyndoch Rd. and Murray St. intersection (if it was required), due to the disruption it would cause to traffic flow. It was suggested that band assemble and march from either Jacob Lane or Tod St. to Walker Place (instead of departing from Finniss St.). Greg is in disagreement to the closure of Murray Street to host the parade due to the expected loss of trade.

**Motion:** The GBDG supports the Gawler 2016 National Band Championship parade. It recognises that some businesses may be disadvantaged by the road closure, but overall it is a good financial opportunity. It is agreed however, that the road closure should not include the Lyndoch Road and Murray Street intersection.

**Moved:** Cr. Kevin Fischer

**Seconded:** Gary Iremonger

**Carried**

**Objected:** Greg Matz

e) Mayor Karen Redman to open SALA Festival 6.00pm Friday 31<sup>st</sup> July

Noted.

**4. Chair's Report-**

Chamber Music Adelaide/ Creative Partnerships- Tabled

Louise reported that she had contact with James Boyce at 'Creative Partnerships', who informed her that if the GBDG was to partner with an artistic organisation such as Chamber Music Adelaide, (which represents seven groups) up to \$50,000 in grant funding could be raised for the Classical Music Festival. For example, if the GBDG were to find ten sponsors of \$5,000 each (\$50,000), Creative Partnerships could match funds dollar for dollar. Similarly different levels of sponsorship could be offered; gold \$5,000, silver \$3,000 and bronze \$1,000 to raise funds, which would be matched by Creative Partnerships.

Other music festivals such as the Four Winds Festival

(<http://www.fourwinds.com.au/index.htm>), Bermagui in NSW had proved financially successful, culture being a strong economic driver.

The Creative Partnership concept could also be used for the 2016 Gawler Jazz Festival, which has recently attracted sponsorship interest. There was concern that if sponsorship money was not raised that the GBDG would have to underwrite the event.

**5. Treasurer's Report-**
**a) May & June Report-**

All yearly Marketing Levy funds have been received from Council. There was a carry-over of approximately \$43,000.

**Action:** Treasurer Peter Caddy to provide 'Budgeted' against 'Actuals'.

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

**Income**

Council Receipts		\$44,825 received 1 July
Interest Income	\$118.56	
Kies Training		
Memberships		
Other Revenue		
<b>Total Income</b>	<b>\$118.56</b>	

**Gross Profit** **\$118.56**

**Less Operating Expenses**

Advertising		
Bank Fees	\$0.90	
Conference		
Speakers		
Executive Officer - Sigrid	\$4,586.32	1024,1028
Prizes		
General Expenses	\$500.00	1025 Gawler Radio sponsorship
Hire of venue		
Insurance		
Membership	\$409.09	1026 SALA registration
Office Expenses		
Website etc	\$1,218.40	1027
Graphic design		
Printing & Stationery		
Postage	\$1.30	1024
Training		
Jazz Festival		
Xmas Hampers		
<b>Total Operating Expenses</b>	<b>\$6,716.01</b>	

**Net Profit** **-\$6,597.45**

ANZ Business Extra @ 30/6/15	\$12,074.57
less outstanding cheques	
ANZ Online Saver @ 30/6/15	\$92,333.35
<b>Cash Available</b>	<b>\$104,407.92</b>
GST payable for month	\$0.00
GST ITC	\$621.51



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

<b>Income</b>	
Council Receipts	\$122,250.00
Interest Income	\$1,617.12
Kies Training	\$0.00
Memberships	\$450.00
Other Revenue	\$10,082.50
<b>Total Income</b>	<b>\$134,399.62</b>

<b>Gross Profit</b>	<b>\$134,399.62</b>
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<b>Less Operating Expenses</b>	
Advertising	\$10,472.80
Bank Fees	\$121.45
Conference	\$645.45
Speakers	\$2,450.00
Executive Officer - Sigrid	\$55,178.82
Prizes	\$2,000.00
General Expenses	\$16,665.02
Hire of venue	\$1,735.64
Insurance	\$6,000.14
Membership	\$409.09
Office Expenses	\$16.41
Website etc	\$12,290.05
Graphic design	\$3,170.19
Printing & Stationery	\$1,412.54
Postage	\$1,104.52
Training	\$0.00
JAZZ Festival	\$19,205.01
Xmas Hampers	\$3,343.91
<b>Total Operating Expenses</b>	<b>\$136,221.02</b>

<b>Net Profit</b>	<b>-\$1,821.40</b>
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b) 2013 Audit-

Peter checked with David Pointon regarding the audit, but he is ill and off work.

c) ANZ Bank Account Administrator/ Electronic Key-

The second electronic key enabling on-line banking has been received by Louise.

d) Transfer of Funds

Signatories will transfer \$20,000 from the ANZ investment account to the cheque account.

6. Marketing-

a) Facebook -

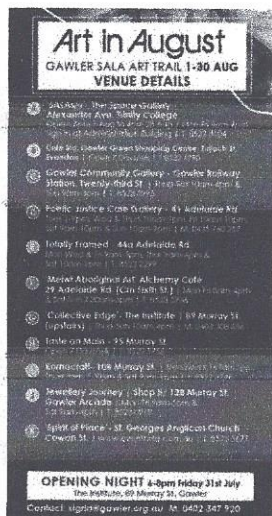
April 1756, May 1826, June 1848 Likes

b) Change of Cover on Website & Facebook Page to include Totally Locally Logo

There was good support from the community regarding the addition of the Totally Locally logo to the Facebook page.



c) Gawler SALA Art Trail Flyers & Advert- Tabled





**7. Website/ Electronic Media Committee**a) May & June Reports- Tabled

The reports show although people are looking for specific information from the website, an increasing number are spending more time on the Gawler Business Directory viewing the events. It was discussed that the purpose of the IT Committee, was to establish the new mobilized website, which had been achieved and there was no further need for the Committee. Monthly IT reports/updates can be supplied by Shane Bailey.

**Motion:** The IT Committee, consisting of Peter Caddy, Cr. Kevin Fischer and Shane Bailey is dissolved.

**Moved:** Cr. Kevin Fischer

**Seconded:** Greg Matz

Carried

**8. Correspondence for June- Tabled**

Noted.

a) Mayor Karen Redman Email

It was discussed that the GBDG respond to Mayor Karen Redman's email agreeing to speak with Nigel McBride Business SA Chief, regarding Playford/ Northern activities.

**Motion:** Reply to Mayor Karen Redman's email agreeing to speak with Nigel McBride Business SA Chief, regarding Playford/ Northern activities.

**Moved:** Cr. Kevin Fischer

**Seconded:** Kim Peake

Carried

**9. Communications & Marketing- Summary Report Tabled**

Noted.

**10. Other Business**a) Gawler Grey Hound Membership

**Motion:** The Gawler Greyhound Racing Club, Nixon Terrace Gawler is admitted as a Gawler Business Development Group member at an annual cost of \$150 +GST.

**Moved:** Peter Caddy

**Seconded:** Brett Whitford

Carried

b) Resignation of Debbie Robins- Tabled

The Board accepts the resignation of Debbie Robins and is grateful for her contribution.

**Motion:** Sigrud is to send a letter of thanks to Debbie Robins for her service as a Board member, Symes Accountants and Raine & Horne Gawler for the use of their facilities.

**Moved:** Greg Matz

**Seconded:** Kim Peake

Carried

c) Insurance Renewal- Tabled

There was some concern over the insurance premium not reflecting the increase in Public Liability coverage to \$20,000 000.

**Motion:** Sigrid is to compare the former premium and if satisfied there is no error, pay the insurance premium of \$3151.13.

**Moved:** Peter Caddy                      **Seconded:** Cr. Kevin Fischer                      **Carried**

d) Peter Ward of Peter Ward Consulting, Nuriootpa

Peter introduced himself and reported that he worked at TAFE, but is commencing a consultancy, advising in business planning and start up, legal studies, networking and strategic planning. Peter has spent 35 years in banking and wishes to assist businesses in Gawler area.

Brett departed 9.00am

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

**12. Closed: 9.05am**

**Signed by;**

**Louise Drummond**

**Chairperson**