

<b>Date</b>	<b>MINUTES of 9<sup>th</sup> February 2016</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>	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 Gayle Joyce, Poetic Justice Café Gallery- Town Centre Cr. Kevin Fischer, Town of Gawler Sigrid Murljadic- Communications & Marketing Officer (CMO)
<b>Guests</b>	Caren Brougham, ToG Economic Development and Special Projects Officer
<b>Apologies</b>	Greg Matz, Mensland- Town Centre Daniel Phillips, Newton's Building & Garden Supplies- Evanston
<b>Absent</b>	Mignon Mcleod, Alchemy Café- Gawler South Brett Whitford, Cups 'n Cakes- Town Centre Dianne Borrington, Aura Homewares- Town Centre

### 2. Confirmation of Minutes- 12<sup>th</sup> January 2016

<p><b>Motion:</b> The GBDG Minutes of 12<sup>th</sup> January 2016 are accepted as a true and accurate record.</p> <p><b>Moved:</b> Kim Peake                      <b>Seconded:</b> Gary Iremonger                      <b>Carried</b></p>
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### 3. Business Arising-

#### a) Communications & Marketing Officer Recruitment

Over 20 applications had been received for the Communications and Marketing Officer position. Some were of an outstanding calibre and four applicants had been selected for interview. The remaining candidates had been sent unsuccessful notifications. Interviews were expected to be conducted this week and next week (15<sup>th</sup>-19<sup>th</sup> Feb.). Louise is now available to conduct interviews.

#### b) Strategic Direction Meeting 18<sup>th</sup> January 2016- Tabled

The meeting determined that a sliding scale may be the most effective way to allow new members, while also representing the interests of its existing GBDG financial members.

The suggested sliding scale was;

- i. \$150 for homebased membership within the Town of Gawler
- ii. \$500 for businesses generating at least 50% of their income in Gawler, but located outside the Town of Gawler.
- iii. \$1000 for businesses located outside the ToG and not generating 50%+ income in Gawler.

Membership is based upon the financial year. A workshop with Councillors to explain the origins and functions of the Marketing Levy may be beneficial. To be carried over until the next meeting when more Board members are present.

c) Essex House

Cr. Kevin Fischer reported that Michael Mattei had submitted a development application for Essex House two years prior. Council requested further information, to which Michael had not responded. Upon notification that the application would lapse, Michael provided the required information. The development application has since been approved by Heritage SA and Council. The works may take 6 months to complete, so the artisan markets will be on hold for the moment.

The Essex House (artisan) markets have floor space restrictions due to the scope of works required. Caren informed the Board that funding may be available, as the grant application for the Gawler Farmers Market was also included artisan markets.

d) Martin Grunstein Seminar

Martin Grunstein has been confirmed for 6-8pm Thursday 21<sup>st</sup> April 2016. The seminar will be held at the Gawler Greyhound Club. Club Manager Shawn Noak advised that venue hire is \$150 and platters \$70 each.

e) Sandy Rix Business Breakfast

Sandy Rix advised he was available for the business breakfast on Monday 14<sup>th</sup>, Tuesday 15<sup>th</sup>, Wednesday 16<sup>th</sup> or Friday 18<sup>th</sup> March. Wednesday the 16<sup>th</sup> was the Board's favoured option. Louise will follow up with Sandy Rix and RDAB to conduct a joint business breakfast with dual branding.

f) Business/Marketing Plan Workshop- Tabled

New initiatives such as;

- the map of Gawler, electronic and hardcopies
- businesses to be able to their edit and upload their business profile and special offers to the Gawler Business Directory website



- Jazz Festival mini bus

are to be reviewed with other Board members present.

Attendance at recent meetings and workshops (Strategic Direction and Business Plan) was disappointing. It was difficult to discuss GBDG direction and initiatives with only minimal Board members in attendance.

**Motion:** Current Board members are asked to reaffirm their commitment to the Gawler Business Development Group.  
**Moved:** Cr. Kevin Fischer      **Seconded:** Kim Peake      **Carried Unanimously**

**Motion:** The Workshop Budget (as tabled) is accepted as the basis for the 2016-17 Business Plan.  
**Moved:** Cr. Kevin Fischer      **Seconded:** Peter Caddy      **Carried**

g) 2016 Yamaha National Band Competition

Sigrid received an email in regards to attending a meeting on Friday 12<sup>th</sup> with Chairperson Patricia Keep to discuss the National Band Competition being held in Gawler over Easter.

**Action:** Caren and Louise to follow up and meet with Patricia Keep.

h) Welcome Pack Checklist, Gayle Joyce- Tabled

Gayle presented a very comprehensive checklist to assist businesses new to Gawler including; building insurance (business interruption insurance to be added), cover letter, Council welcome letter, contact list, GBDG introduction brochure and car park requirements. The Welcome Kits could also be distributed by Council and Elder's Real-estate and local Banks. Caren reported that Council also had a checklist that could assist.

**Action:** Gayle and Caren work collaboratively on the Welcome Pack Checklist.

Gayle was commended and thanked for her outstanding effort.

i) Map of Gawler- Adelaide City Council Map

Sigrid advised that Cara Briscoe had quoted approx. \$300 for the graphic design for the map of Gawler. This was to be used as a guide only and based on the Adelaide City map information provided.

j) Landlord Database

Caren offered to speak to Council CEO, Henry Inat regarding the use of the Landlord database. It was discussed that the business and landlord databases be jointly shared and Cloud based. To be discussed further at the next meeting.

k) RDAB Board Meeting, Gawler Greyhounds 9<sup>th</sup> Feb 2016

Noted.

l) Mobile Phone

Sigrid thought it advisable that the purchase of a mobile phone plan be left to the newly appointed Communication and Marketing Officer, as contact details and contractual obligations would lay with the purchaser.

**4. Chair's Report**

Cr. Kevin Fischer reported on the meeting held with the Council CEO Henry Inat. Due to the Northern Economic Plan not including the Gawler region, Henry sought to have a joint Council/GBDG workshop to discuss business development strategies to foster economic prosperity of the region and the 2017 Funding Agreement.

**Motion:** The GBDG is supports the concept of participating in a joint Council and GBDG workshop to progress business development strategies for the region.

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

The Institute steps may not be available during the Jazz Festival, due to the expected Connect Project restoration works.

Feedback regarding the installation of Walker Place car parks was very positive. It was hoped that greenery would be added once Urban Precinct outcomes were determined.

Louise met with Sportspower owner Tom Zorich to discuss marketing and the Gawler SALA Art Trail. Tom was selling his Shop in Murray Street and it therefore would not be available for use by SALA artists. The Sportspower marketing department had the manpower and ability to assist the GBDG with its marketing, allowing the GBDG more time for other activities such as accessing grants. Tom also reported that Saturdays had been busy, possibly due to the introduction of the Farmer's Market.

**Motion:** The Chair's Report is accepted.

**Moved:** Louise Drummond      **Seconded:** Kevin Fischer      **Carried**



**5. Treasurer's Report**

a) July to December Report- Tabled

Income and Expenses Gawler Business Development Group Inc JULY 2015 to DECEMBER 2015		
Income	Actual	Budget
Council Receipts	\$81,500.00	\$163,000.00
Interest Income	\$2,081.47	
Memberships	\$671.59	
Other Revenue	\$475.00	\$1,000.00
<b>Total Income</b>	<b>\$84,728.06</b>	<b>\$164,000.00</b>
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<b>Gross Profit</b>	<b>\$84,728.06</b>	
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<b>Less Operating Expenses</b>		
Advertising	\$1,309.58	
Bank Fees	\$0.00	
Conference	\$0.00	
Speakers/Networking/Breakfasts	\$4,541.20	\$20,000.00
Executive Officer - Sigrid	\$28,406.65	\$55,000.00
Prizes	\$0.00	
General Expenses	\$0.00	
Hire of venue	\$213.64	
Insurance	\$2,864.66	\$3,500.00
Auditor	\$0.00	\$2,000.00
Memberships	\$177.27	\$1,000.00
Office Expenses	\$0.00	
Website etc	\$3,174.40	\$7,000.00
Graphic design	\$712.50	
Printing & Stationery	\$1,073.64	\$2,000.00
Postage	\$530.82	\$1,500.00
Training	\$0.00	
On-line Business Directory	\$0.00	\$8,000.00 business education etc
JAZZ Festival	\$20,962.73	\$22,000.00
SALA	\$4,805.73	\$4,000.00
Hero Building	\$0.00	\$5,000.00 Facilitation
Totally Locally	\$714.00	\$6,000.00 Promotion, printing etc
Sponsorship - Gawler Community Radio	\$0.00	\$500.00
Sponsorship - Gawler Carols	\$1,000.00	\$1,000.00
Xmas Promotion	\$1,566.36	\$4,000.00
<b>Total Operating Expenses</b>	<b>\$72,053.18</b>	<b>\$142,500.00</b>
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<b>Net Cash Flow</b>	<b>\$12,674.88</b>	

**Motion:** The July 2015 to December 2015 Financial Report is accepted.

**Moved:** Peter Caddy

**Seconded:** Cr. Kevin Fischer

**Carried**

b) Progress of 2013, 2014 & 2015 Audit Balance Sheet, Reconciliation etc. by Symes Accountants

Peter advised that the financial reports would be completed by the end of the week and forwarded to Pointon's Chartered Accountants for audit purposes.

c) Credit Card to be added to Online Accounts

Sigrid advised that Louise was the only person authorised to be able to add the credit card to the online ANZ Banking accounts.

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

- a) GBDG Facebook- Jan 2086 Likes  
Dec 2055 Likes  
Noted.

- b) Jazz Festival Facebook- Jan 951 Likes  
Nov 950, Dec 952 Likes  
Noted.

**7. Website/ Electronic Media-**

Nil.

**8. Correspondence- Dec 2015/Jan & Feb 2016- (Carried over)**

**9. Communications & Marketing Officer- Summary Reports Tabled**

Noted

**10. Other Business**

- a) Jazz Festival Mini Bus


Sigrid commenced organising the 2016 Jazz Festival and met with Stephen Smedley regarding the participation of the Gawler Barossa Jockey Club as a venue. It was a very positive meeting with the opening of the Festival is to be held in the Wolf Blass Pavilion and another event on the Saturday. The use of a mini bus over the weekend to shuttle patrons between the venues was also suggested.

Board members discussed registering for the Jazz Festival for a nominal fee of \$5 or \$10, which would include a free mini-bus pass. To be discussed further.

**11. Next Meeting: 7.30-9.00am Tuesday 8<sup>th</sup> Mar 2016.**

**12. Closed: 8.45am**

**Signed by;**

  
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Louise Drummond  
Chairperson