

Date	MINUTES of 14 June, 2016
Time	7:35 – 8:41am
Venue	Symes Accountants, Corner 12 th & 14 th Streets Gawler South

1. Attendance

Attendees	L Drummond (Chair), Personal Touch Home Cleaning G Iremonger (Deputy Chair), Eagle Foundry K Peake (Secretary), Kornacraft Sewing Centre C Brougham, (Business Liaison and Marketing Coordinator) G Joyce, Poetic Justice Café Gallery Cr. M Nicolson, Town of Gawler
Guests	Cr. Ian Tooley
Apologies	Cr. K Fischer, Town of Gawler G Matz, Mensland P Caddy (Treasurer), Symes Accountants D Borrington, Aura Homewares
Absent	M Mcleod, Alchemy Café B Whitford, Cups 'n Cakes D Phillips, Newton's Building & Garden Supplies

2. Confirmation of Minutes- 10 May 2016

Motion: The GBDG Minutes of 10 May 2016 are accepted as a true and accurate record.
Moved: K Peake **Seconded:** G Iremonger **Carried**

3. Business Arising

 a) ACT CRM

C Brougham gave an overview of the costings for ACT and the multiple benefits of building and maintaining a CRM of all client, business interactions, education and engagement.

Motion: That the GBDG approve the purchase of ACT software with full installation and training, data to be backed up to 2 devices.
Moved: G Iremonger **Seconded:** K Peake **Carried**

Action: C Brougham to organise the purchase and installation of Act by Sage.

4. Chair's Report

L Drummond advised that she and C Brougham attended the monthly meeting between GBDG and Town of Gawler. Notable items of discussion included:

- a) China Strategy – GBDG and RDA Barossa to work collaboratively on presenting a forum to the regions business owners to provide them with current, valid and relevant information pertaining to doing business with China.
- b) GBDG Review – CEO Henry Inat suggested that the GBDG undergo a complete review by an independent consultant who could determine;
 - 1. The synergies between GBDG and Council
 - 2. How GBDG sees itself working with Council to grow the local economy
 - 3. How GBDG can fit into the future plans for Gawler and the Digital Hub
 - 4. The benefits of GBDG to the region.

An email pertaining to the request for a review was disseminated to the GBDG Board Members requesting permission to appoint a consultant immediately as Council wishes to have a review completed within 2 months.

Motion: That the GBDG ratify the appointment of independent consultant Philip Arnfield, Build a Better Business, to conduct a complete review of GBDG and its services and development of a plan forward with new services.

Moved: G Joyce

Seconded: G Iremonger

Carried

5. Treasurer's Report

- a) Monthly report – due to Peters absence the report will be tabled at the July meeting.
- b) Banking – L Drummond advised that new credit cards and online banking was being organised to streamline processes. Approval for payments would still require 2 "authorities"

6. Correspondence

In – ANZ Statements, C Brougham Invoice, 2 x Membership Fees, Gawler Arts and Signs Invoice, Gawler Greyhound Cub Invoice x 2, Cara Briscoe Invoice, Telstra Bill, Inspired Directionz Invoice, SA Life Invoice.

Out – SALA Registration, SA Life SALA payment for advertising

7. Business Liaison & Marketing Coordinator- Report (see attached)

Motion: That the GBDG accept the Business Liaison and Marketing Coordinator Report
Moved: G Joyce **Seconded:** K Peake **Carried**

Business Liaison & Marketing Coordinator- Report
Events and Workshops
Workshops or Events Held

18 May – Business Breakfast. Another good event with 38 attendees.

31 May – Networking Session. This session was attended by 21 people, (some first timers and new members), who gained useful information on how to network effectively. The feedback has been excellent and with 2 written testimonials we are now building a file for testimonials that will be useful as engagement and education evidence when we are able to identify funding options.

June Events

Friday June 24 th Gawler Recreation Centre	Bizlink Seminar 9:00am – 12:00pm	This is YOUR chance to meet senior government representatives who manage services that support YOUR business. This is a unique opportunity to bypass websites and 1300 numbers and talk directly to all of the government organisations that impact on the operations and future directions of your business.	The Office of the Small Business Commissioner	Free
Tuesday June 28 th Gawler Greyhound Club	Facebook for Business – Getting the Most Out of Your Facebook Page	Do you already have a business Facebook page? Come along and find out how to analyse what your page is achieving now and how you can make it work better with very little effort.	Anna Tripodi – Inspired Directionz	Members – Free Non Members - \$30

Meetings Attended

9 May – T Swan, Barossa Living - marketing	23 May – ToG/GBDG - Monthly meeting
10 May – M Cutler-Naroba – Workshops presenter	26 May – Barossa Radio – Interview and event update
18 May – RDA/GBDG Breakfast	2 June – T Piccolo – Education Hub
18 May – K Pratt, Bunyip – Home based business	9 June – P Arnfield, Build a Better Business – Review of GBDG and new strategies
18 May – P Caddy - Finance	

Marketing Activities – GBDG Facebook Page

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Page Views	GBDG Post Reach	GBDG Post Engagement	Testimonials Received
April '16	45	2146	167	2875	2600	1
May '16	104	2235	103	9606	5770	2

Marketing Activities – Jazz festival

GBDG Page	Facebook Page Likes	Monthly Page Likes	Total Page Likes	Page Views	GBDG Post Reach	GBDG Post Engagement	Testimonials Received
April '16		4	946	8	132		0
May '16		4	950	11	15	63	0

Website

Updated - Correcting list of current GBDG Board Members and added 4 new businesses. Also worked with Shane Bailey to add new Education tab and learning how to add blogs.

Uploads – Networking Flyer, Facebook Flyer, Bizlink Flyer

Media

1 article The Bunyip – see attachment

1 Radio Interview – Barossa Radio

Subscriptions

No new subscriptions

Business Connections

New Business Connections:

1. Maree Cutler-Naroba
2. Tony Moore – T.I.M.E and Department of State Development
3. Philip Arnfield – Build a Better Business

GBDG Memberships

No new members this month.

Customer Relationship Management

The costs to purchase, install, upload (to Cloud) and training for Act by Sage will be approx.

Purchase \$270 plus GST

Customisation \$750 plus GST

Hardware - Set up and training \$350 plus GST

Cloud based – Set up and training \$125 plus GST per month in addition to \$350

Support costs - \$40 plus GST per month

Total approximate costs - \$1507

Plus monthly support fee payable in advance on a yearly basis.

Cr. Ian Tooley spoke to the Board about his drive for Gawler to become an RV Friendly town. He is seeking the Boards support and has requested a written support letter to be forwarded to himself and Town of Gawler CEO, H Inat. Cr. Tooley has conducted extensive research on the topic and has identified 4 potential sites that will cater for up to 15 RVs overnight and all within walking distances to local shopping, entertainment, fuel and food outlets.

Motion: That the GBDG support Cr. I Tooley in his campaign to have Gawler listed as an RV Friendly town. That GBDG provide support in writing.

Moved: G Iremonger

Seconded: G Joyce

Carried

Action: C Brougham to write letter and L Drummond to sign as Chair of GBDG Board. C Brougham to issue to H Inat.

9. Next Meeting: Tuesday 12 July, 2016

10.Meeting Closed: 8:41am

11. Signed by:



Louise Drummond

Chairperson