

1. Attendance:

Attendees	Louise Drummond Kim Peake Gary Iremonger	Peter Caddy Gayle Joyce Sigrid Murljacic
Apologies	Greg Matz Mignon McLeod	Cr. Kevin Fischer Daniel Phillips
Absent	Brett Whitford	Dianne Borrington

2. Guests-

Caren Brougham, Business Development & Special Projects Officer ToG & Cr. Marilyn Ncholson, ToG

3. Confirmation of Minutes 9th February 2016

Motion: The Minutes of 9th February 2016 are accepted as a true and accurate record.

Moved: Gary Iremonger

Seconded: Peter Caddy

Carried

4. Business Arising

a) Recruitment of Communication & Marketing Officer

The GBDG Executive has appointed a candidate for the position of Communication and Marketing Officer, but as yet do not have the contract ready. There were four (4) outstanding applicants with high calibre skills, in range of areas including social media and event management. The Executive recommends the hire of these consultants whenever the opportunity arises.

b) Essex House

No further progress.

c) Martin Grunstein 21st April

Martin Grunstein will present at the Greyhound Racing Club 21st April. The event and venue have be confirmed. A flyer will be produced for distribution.

d) Business Breakfast 9th March

Sigrid reported that brochures had been printed and mailed to businesses at a cost of \$400+. A MailChimp email had also been produced and dispatched to the database. Another email will also be sent.

e) Business Plan

Sigrid advised that she was unable to progress the 2016-17 Business Plan, due to time constraints and commitments. Louise Drummond will speak to Henry Inat, Town of Gawler CEO, regarding the late submission of the 2016-17 Business Plan.

f) Yamaha National Band Championship

Sigrid notified businesses of the Yamaha National Band Championship being held in Gawler via MailChimp email, Facebook and website. Caren Brougham had also visited CBD businesses and dropped off an event letter and map. Louise received an invitation to the launch, which she would attend.

g) Welcome Pack Checklist

Gayle Joyce and Caren Brougham had not been able to catch up to progress the check-list due to time constraints and commitments.

h) Landlord Database

The database had been received from Caren Brougham, ToG Business Development & Special Projects Officer.

5. Chair's Report

Louise met with Henry Inat and Caren Brougham and discussed;

- The formation of a joint economic development plan for Town of Gawler
- National Band Championship
- Recruitment of the Communication & Marketing Officer

6. Treasurer's Report

(Carried over)

7. Marketing

a) Facebook- GBDG & Jazz Festival

Sigrid was updating Facebook about twice a week. Other parties, who had access to the GBDG Facebook page, had not been able to assist.

b) Business Breakfast Marketing

The Sandy Rix Business Breakfast 9th March had been promoted via Facebook, website, MailChimp and hard copy mail-out, with another email to come.

c) Totally Locally

Louise reported that she had placed an advert in the Bunyip for the Totally Locally campaign, promoting Gawler Laundromat's service for washing horse rugs.

8. Other Business

a) Letter of Support

Caren Brougham reported that the regional grant application was for the upgrade of Pioneer Park facilities i.e. new benches, a shower for the disabled, bike repair station, lockers, free electric charging station for cars, mobility scooters and bikes.

Motion: The GBDG Board supports the grant application for upgrades to Pioneer Park facilities.

Moved: Kim Peak

Seconded: Gayle Joyce

Carried

b) Community Radio

The Community Radio station requested the continued annual sponsorship of \$500. No letter had been received, but in discussions it was suggested that businesses could have a \$10 subscription, for which they would receive a pod cast, gift voucher and a fridge magnet.

Action: Louise is to follow up.

c) Gawler Commercial Developments

Peter Caddy reported that Gawler had some \$15+ million of commercial developments in the pipeline e.g. Taylor & Forgie, Northern Markets, Light Square Special Practice, Costin's site, former Bonnet's site and the new motel.

Action: Louise will contact Rob McLean regarding the publication of a good news story.

d) Farmer's Market

Caren Brougham reported that there had been an impressive start to the Farmer's Market with an attendance of approximately 2000 people in the first week, 1000 in the second and 1500 in the third. The number of stall holders was increasing and regular entertainment was scheduled.

e) Fringe Festival

Gayle Joyce of Poetic Justice reported that the Fringe Festival, held in Walker Place had been very successful weekend. The event was family friendly and affordable with children's activities and audiences remaining much of the day.

Gary Iremonger reported that the Eagle Foundry B&B had also participated in the Fringe Festival, with a comedian and singer performing over the weekend.

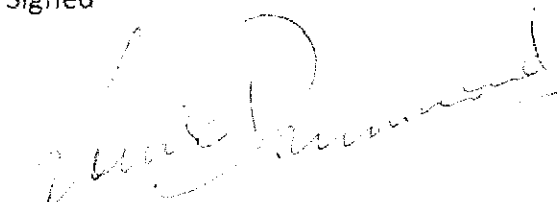
f) Classical Music Festival

Louise mentioned that Creative Partnerships will match funds spent on a classical music event dollar for dollar, in the event that the GBDG proceed with the concept.

9. Next Meeting: 12th April 2016

10. Closed: 8.25am

Signed



Louise DRUMMOND