

Date	MINUTES GBDG AGM 8 th November 2016
Time	6pm – 7pm
Venue	The Reserve Room, Gawler Arms Hotel

Attendees	L Drummond - Personal Touch Home Cleaning	P Caddy – Symes Accountants
	K Fischer – Town of Gawler	K Peake - Kornacraft
	G Iremonger – Eagle Foundry	M Betts – The Bunyip
	G Matz – Mensland	M McLeod – Alchemy Cafe
	T Piccolo – MP Member for Light	N Hill – Raine and Horne
	G Joyce – Poetic Justic Café	J Wemmer – Light Electoral Office
Guests	E Meznar - Public D Larner – Alchemy Cafe	
Proxies		
Apologies	T George, F Bagnall-Stevens	
Absent	K Lane – Springwood Gawler East	

- Welcome** - Louise Drummond welcomed guests and attendees.
- Confirmation of Minutes:**

Motion: That the Minutes of the 2015 AGM are accepted as true and accurate records.
Moved: K Fischer **Seconded:** G Matz **Carried** yes

- Chair’s Report:** by Louise Drummond

Motion: The 2015-16 Chairperson’s Report presented by Louise Drummond is accepted.
Moved: L Drummond **Seconded:** K Fischer **Carried** yes

- Treasurer’s Report:** by Peter Caddy

Motion: The 2015-16 Treasurer’s Report presented by Peter Caddy is accepted.
Moved: P Caddy **Seconded:** G Matz **Carried** yes

- Nominations:**

As per Constitution half the Board positions are vacated. Available positions are;

Treasurer

Deputy Chair

Council Representative

Submitted nominations include;

Treasurer – P Caddy – term of position 2 years Nov 2016 - Nov 2018

Nominated By: L Drummond **Seconded:** G Matz **Carried** yes

Deputy Chair – G Iremonger– term of position 2 years Nov 2016 - Nov 2018

Nominated By: L Drummond	Seconded: M Betts	Carried yes
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Council Representative – K Fischer – term of position 1 year Nov 2016- Nov 2017

Nominated By: K Fischer	Seconded: T George and council	Carried yes
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Region – Other: K Lane - term of position 1 year Nov 2016- Nov 2017

Nominated By: M Betts	Seconded: G Iremonger	Carried yes
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Region – Town Centre: F Bagnall-Stevens - term of position 1 year Nov 2016- Nov 2017

Nominated By: L Drummond	Seconded: M Betts	Carried yes
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6. Future Direction:

- Shark Tank/Pitch Fest
- Incubator
- Identify business type needs (ask the community what is missing from Gawler)
- Jazz Festival to be reviewed

7. Other Business:

G Matz proposed that GBDG write to council to identify if the Northern end of Murray Street is to be upgraded, Seconded T Piccolo

Meeting Closed: 6:57pm

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

14 th Aug – Introduction to Supervision	11 th Sept – Marketing Program
15 th Aug – NEGP - Policies and Procedures	12 th Sept - NEGP – Business Fundamentals Round 2
21 st Aug – NEGP - Profit Improvement Program	18 th Sept – NEGP - Profit Improvement Program
4 th Sept – Marketing Program	18 th Sept – Marketing Program
5 th Sept – NEGP – Business Fundamentals Round 2	

Meetings Attended

9 th Aug – ACT final installation	28 th Aug ToG Monthly Meeting
14 th Aug – Stretton Centre - ASBAS	29 th Aug – R Viney – Planning and GBDG role
16 th Aug – ANZ Bank – Expo Sponsorship	4 th Sept – RV friendly Meeting – Mayor and Caravan Park
16 th Aug – G Ratsch Polaris - BECA	11 th Sept – K Denholm – Jobs & Skills Regional SA
22 nd Aug – ToG Council meeting – RV Friendly	13 th Sept – D Cussen – Stretton – Strategy for ASBAS

Marketing Activities – GBDG Facebook Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Jan '17	10	2344	358	17,879	2293
Feb '17	18	2362	1137	5293	1768
Mar '17	21	2383	1258	5999	2429
Apr '17	9	2392	506	6901	2238
May '17	17	2409	777	5820	4037
Jun '17	11	2420	863	8565	2242
Jul '17	4	2424	1235	6002	3709
Aug '17	17	2441	548	5317	2075

Marketing Activities – GBDG Small Business Expo Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Commenced 29 th March 2017	38	38	8	82	69
Apr '17	2	40	5	151	73
May '17	6	46	9	1612	441
Jun '17	32	78	1514	4785	473
Jul '17	6	84	1622	4837	470
Aug '17	1	85	29	136	17

Marketing Activities – Jazz Festival Page

Jazz Festival Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Jan '17	3	1005	1	42	5

Feb '17	6	1011	22	559	179
Mar '17	4	1015	1	176	77
Apr '17	5	1020	5	515	91
May '17	1	1021	3	180	24
Jun '17	0	993	0	78	22
Jul '17	0	993	1	584	64
Aug '17	11	1004	40	407	36

Hero Building

No response from owners of The Abbey, therefore we will move on to liaising with another business.

Customer Relationship Management System (ACT CRM)

Cloud uploads completed. Handheld CRM installed.

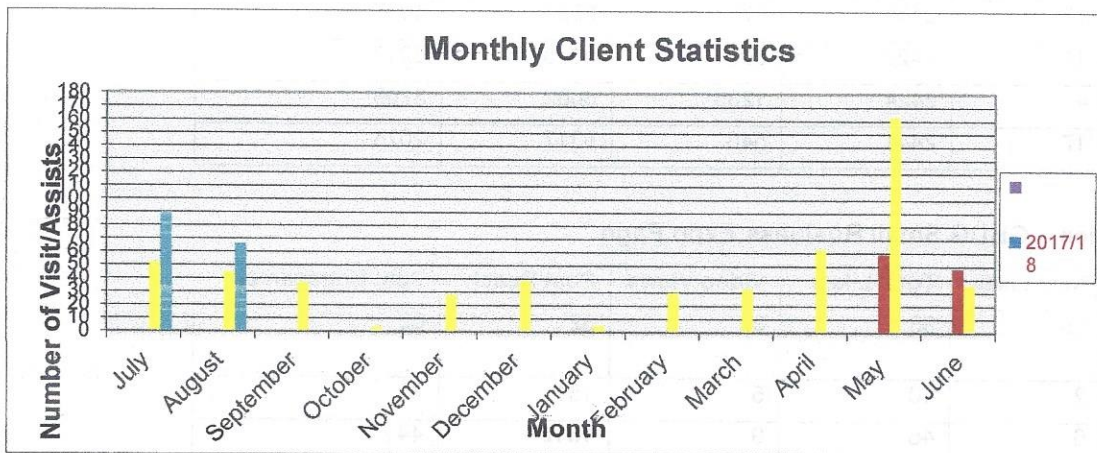
Business Connections

Nil

Businesses in Crisis, Closed or New

Business Engagement Statistics

3rd Aug – 6th Sept - 66 Client Interactions



Correspondence

In – Invoices, I Tooley Letter, Gawler Caravand Park email, Gawler Gateway Email.

Out – Payments for invoices

Big Screen Advertising Proposal Reading - Elizabeth

Please find detailed below a tailored cinema advertising proposal.

Cinema	Screens	Total Investment	Investment per week
Elizabeth	1 Digital Motion	\$4,940	\$95
Elizabeth	2 Digital Motion	\$8,840	\$170
Elizabeth	3 Digital Motion	\$11,960	\$230
Elizabeth	4 Digital Motion	\$14,560	\$280
Elizabeth	5 Digital Motion	\$15,560	\$299
Elizabeth	6 Digital Motion	\$16,560	\$318
Elizabeth	7 Digital Motion	\$17,472	\$336

Ask about our extended payment options ?

*Please note the above prices are for a 15 second advert and do not include G.S.T.

*Photography shoot will be invoiced separately \$250.00 + G.S.T.

Big Screen Advertising Proposal Gawler Twin Cinema

Exclusive rights screening advantage

Please find detailed below a tailored cinema advertising proposal.

Cinema	Screens	Investment/screen	Investment/week
Digital Motion			
Gawler Digital Motion	1	\$4980	\$95
Gawler	2	\$7280	\$140

*Please note the above prices are for a 15 second advert and do not include G.S.T.

*Photography shoot will be invoiced separately \$500.00 + G.S.T.

Ask about our extended payment options?

Gawler Twin averages 35 sessions per screen per week which equates to an average of 1,820 adverts per screen over a 52 week campaign.

Both 2 screens total approximately 3,640 adverts for twelve months, which equates to **\$2.00 per advert screening**.

Tax deductible, unbeatable, localised cost effective, and captive audience advertising on the big screen, 1,000 x the size of a T.V flat screen!!!!

Dear Gawler Business Development Board,

I ask that this letter to you be tabled at your next board meeting, read out to the board on my behalf, and minuted accordingly.

I write to express my shock and immense disappointment at having been blindsided by the presentation made on your behalf by Caren Brougham to the Gawler Council Meeting on 22 August regarding RV Friendly Gawler.

Having resurrected the RV Friendly Town bid in 2016, I met strong opposition from mainly the longer serving elected members on council! To check if it was worth me pursuing the scheme, I did a lot of research and also sounded out members of our local community, including local business owners, to see what they thought. The feedback was universally positive. This led to me asking if I could give a presentation to a meeting of the GBDG around mid 2016, to gauge your interest in Gawler becoming an RV Friendly Town.

You kindly invited me to do just that and my presentation was universally supported by your group. I still have the notes and the materials which I shared with you that evening where I outlined all the statistics and benefits of becoming an RV Friendly Town AND where I outlined the **three** critical criteria for achieving RV Friendly Town status, namely (1) Provide long-term long-vehicle parking close to the CBD, (2) Provide a free waste dump point and (3) Allow for limited overnight stays for fully self-contained RV's only, for either a nominal fee or for free.

Your board was so impressed with the proposal that you offered to submit a letter of support for RV Friendly Town to council...which you subsequently did.

Feeling emboldened by your support I have since that time put in immense time and effort garnering support for my RV Friendly proposal.

As we approached the critical council meeting on 22 August, I had NO IDEA that you had withdrawn your support for the overnight camping component of the RV Friendly Town scheme! Without the overnight camping component, RV Friendly Town status is simply NOT possible!

In the lead up to the 22 August council meeting I spoke with Louise Drummond and invited her to attend the meeting and to speak in support of my proposal. Louise agreed to do that - **no mention of your withdrawal of support!**

As we got to within just days of the council meeting I had several email and phone exchanges with Louise regarding the approaching meeting and about a letter from the owners of the Gawler Caravan Park to council where they made disparaging statements about GBDG, information that was also shared with Caren Brougham - **still no mention of your withdrawal of support!**

It was only when Caren gave her presentation to the council meeting on 22 August that I learned that the GBDG no longer supported the overnight camping component of my RV Friendly Town proposal.

This news left me feeling embarrassed and quite gutted, and it effectively killed off any chance I had of winning a vote of support for my proposal from council. Caren's news played beautifully into the hands of my opponents and gave them great joy to see me blindsided in that way...some visibly gloating!

As a person who has been a strong and vocal supporter of the GBDG, and given that I had sought your support before proceeding to lobby hard for RV Friendly Town status, you might have thought to treat me better than this....unbelievably poor form!

Having had every opportunity to let me know before the council meeting of your change of mind, and that GBDG no longer supported overnight camping for self contained RV's, to not do so is, frankly, shameful!

I have many ideas for helping to boost business in my town of Gawler but this experience leaves me far less inclined towards ever bothering to run them past the GBDG.

Ian Tooley.

31 August 2017.