

## Agenda - Special General Meeting

30<sup>th</sup> January 2020

Meeting Opened: 7:30am

Meeting Closed: 9am

Attendees: L Drummond, G Iremonger, B Beattie, A Eberhard, D Veltman, B Sambell, R Stomaci, J McColough, S Bailey, R Milanese, D McGee	Guests:
Apologies: K Fischer	Absent: T Piccolo
Proxies: P Koch	

### Chairperson's opening:

Digital Marketing Strategy – open discussion on GBDG expectations, outcomes and propose outcome resolutions.

Present the options presented:

1. **Justin McDonald**
2. **Shane Hogan**
3. **Steve Davis**

### General Discussion:

- Discussion on current website and marketing. Current site is fine but a few tweaks may be necessary to improve usability.
- No need to build a new site. "Gawler Thriving" would best serve as a separate site that focuses on GBDG, Business Innovation Hub, Council Events and Tourism
- GBDG website is not there to be #1 in Google rankings over and above our members websites, rather it is there to support them.
- GBDG should not promote Civic Centre events over and above business member events unless they are benefiting business in Gawler
- General discussion on how GBDG can support Town of Gawler Council more.

**Motion:** That GBDG engage BIE to conduct a workshop with GBDG regarding marketing processes and content creation as the initial step in developing a Digital Marketing Strategy

**Moved:** A Eberhard      **Seconded:** B Beattie      **Abstained:** D McGee      **Carried**

C Brougham to advise S Davis and M Shanahan that we will not be engaging them for this project.

**Motion:** That GBDG support Stellar Digital Gawler Thriving concept and promote it to the Town of Gawler at the next monthly meeting.

**Moved:** S Bailey

**Seconded:** R Stomaci

**Abstained:**

**Carried**

**Signed:**

A handwritten signature in cursive script, reading "Louise Drummond", is written over a horizontal line. The signature is written in black ink and is slanted upwards from left to right.

**L Drummond**

**Chair**