

Minutes of General Meeting held 28th Sept 2021

Meeting Opened: 7:30am

Meeting Closed: 9am

Attendees: L Drummond, K Fischer, G Iremonger, P Koch, R Milanese, A Eberhard, K Cowell, T Piccolo	Guests: H Inat CEO Town of Gawler
Apologies: R Stomaci, D Veltman	Absent:
Proxies:	Leave of Absence: L Budden

Declarations of Conflicts of Interest - Nil

Item 1: Chairperson's Report: Presentation and discussion

Motion: That the Board of the GBDG accept the Chairpersons report as a true and accurate record.

Moved: L Drummond **Seconded:** A Eberhard **Result:** Carried

Item 2: Treasurers Report: – Presentation and discussion

Motion: That the Board accept the Finance Report as a true and accurate record of the current financial position

Moved: R Milanese **Seconded:** K Fischer **Result:** Carried

Item 2.1: Audit of Annual financials has been completed and is attached.

Item 3: Confirmation of previous Minutes: Presentation and discussion

Motion: That the Board of the GBDG accept the minutes from the 17th Aug 2021 meeting as a true and accurate record.

Moved: T Piccolo **Seconded:** A Eberhard **Result:** Carried

K Fischer left meeting at 8am

Item 4: Correspondence

McGrogan Tan Research Confirmation of Contract

Item 5: Business Arising from previous Minutes:

In relation to Item 5.4 – VIMEO – discussion and motion passed at previous meeting. It was determined that there was no suitable plan available on a monthly payment basis and therefore the following motion was put forward.

Motion:

The GBDG authorise up to \$500 spend for a suitable video editing suite whose function is to allow our contracted staff to edit and produce professional images and videos for our various promotional platforms and utilising whatever content including content we have previously collected.

The recommended software program is Vimeo Professional with a 12-month subscription however if other options present themselves within the allocated budget then approval from the executive of the GBDG is authorised.

Moved: K Fischer Seconded: A Eberhard For: 7 Against: 1 Result: Carried

Item 6: Other Business:

Item 6.1 - Market Research – A Zoom meeting occurred on Monday 30th August to enable Board Members to speak directly with Jason Dunstone of Square Holes and Stephen Gilmore of McGregor Tan about the proposals presented for the Market research project. The following Board Members were present: L Drummond, P Koch, G Iremonger, A Eberhard, K Fischer, R Stomaci, T Piccolo (Apologies -K Cowell, L Buden. Absent - R Milanese, D Veltman). After presentations, the company representatives left the meeting and a discussion occurred between Board Members resulting in the following motion.

Motion: That the Board accept the proposal from McGregor Tan and engage them to progress the project.

Moved: T Piccolo Seconded: R Stomaci Result: Carried

Item 6.2 – BIE Raw Files

After 3 attempts to contact BIE they have replied and advised GBDG need to provide them with a drive to upload the files onto that is capable of holding a minimum of 5 Terabytes. Approx. costs for an external drive of this size: \$155 - \$159 (Officeworks), however as BIE have advised the current raw file size requires 5TB I suggest the Board purchases 10TB to also allow storage of any new footage. \$359 (Officeworks)

Motion: That the Board approve the purchase of an external hard drive for the storage of its raw files.

Moved: K Fischer Seconded: T Piccolo Result: Carried

Item 6.3 – Shop Gawler

Item 7: Actions

To be actioned by	Task	Status/update
C Brougham	Advise McGregor Tan and Square Holes of Board decision.	
C Brougham	Check current background check policy and update	
C Brougham	Develop new process for appointing a person to a vacant Board position mid term	
C Brougham	Review and rewrite rules to remove a Board member	
C Brougham	Research a new auditor to be appointed in November at the AGM	
L Drummond	To approach L Stovell regarding non-attendance at Board Meetings	
C Brougham	Request all raw files from BIE	Request emailed 17 th Aug 2021
C Brougham	Invite H Inat to attend Sept Board Meeting	Emailed 17 th Aug 2021
C Brougham	ATO Client Tax Status Update Form Completed and returned to Accountant.	Emailed 17 th Aug 2021

C Brougham	Statements by Committee Members submitted to Accountant for ATO	Emailed 17 th Aug 2021
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Motion: That the Board change the current meeting arrangement and move to alternating meetings of Strategy/Governance/planning and the next meeting General Business

Moved: T Piccolo **Seconded:** A Eberhard **Result:** Carried

Motion: That the Board accept the audited financials report from P R Murray

Moved: T Piccolo **Seconded:** K Cowell **Result:** Carried

Next General Meeting: Tuesday 19th October 2021 – 7:30am Gawler Civic Centre Room G3

Signed:

L Drummond

Chair



Executive Consultant – Report

Meetings Attended and Events

Details	Attendees	Details	Attendees
17 th Aug – GBDG Board Meeting	n/a	31 st Aug – GBDG Networking Evening	
24 th Aug – Town of Gawler Council Meeting – GBDG Qtr Report	n/a	24 th Aug – Tammy’s Table	
25 th Aug – Gawler Business Breakfast	16	7 th Sept – Tammy’s Table	
26 th Aug – BECA Board Meeting	n/a	8 th Sept – Finance Meeting	n/a
30 th Aug – Zoom Meeting – GBDG, McGregor Tan, Square Holes	n/a	14 th Sept – GBDG, ToG, BIIH, RDA Economic Development Meeting	n/a
31 st Aug – Tammy’s Table	8	20 th Sept – GBDG, ToG Monthly Meeting	n/a

Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
Burson Auto Parts	Sprint Auto Parts has closed, taken over by Autopro	Nil
	EJC Advisory is now SDA Tax and Advisory	
	Gawler Canvas owner retired some time ago and new owner has changed all contact and social media info – updates made to our records	

Social Media and Digital Platforms

GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Page Likes	Total Page Follows
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Jul 2021	881	30,319	5881	3893	4586
Aug 2021	334	6332	961	4001	4616

Linkedin

Date Range	Followers	Following	Contacts	Connections	Post Views
Jul 2021	1016	1048	3644	- n/a	230
Aug 2021	1017	768	3644	1008	241

Twitter

Date Range	Tweets	Retweets	Followers	Mentions	Profile Views
Jul 2021	2	0	60	2	131
Aug 2021	2	0	61	2	70

Instagram

Date Range	New Posts	Total Posts	Followers	Following
Jul 2021	1	150	556	440
Aug 2021	4	154	577	446









You Tube

Date	Subscribers	Views	New videos	Highest Ranking Video – Monthly	Highest Ranking Video - Lifetime
Jul 2021	16	73	2	SA with Cosi Advert 35 views	SA with Cosi Advert
Aug 2021	19	499	2	Support Small Business – Gawler We Need You 499	SA with Cosi Advert 885

You Tube - Video Analytics

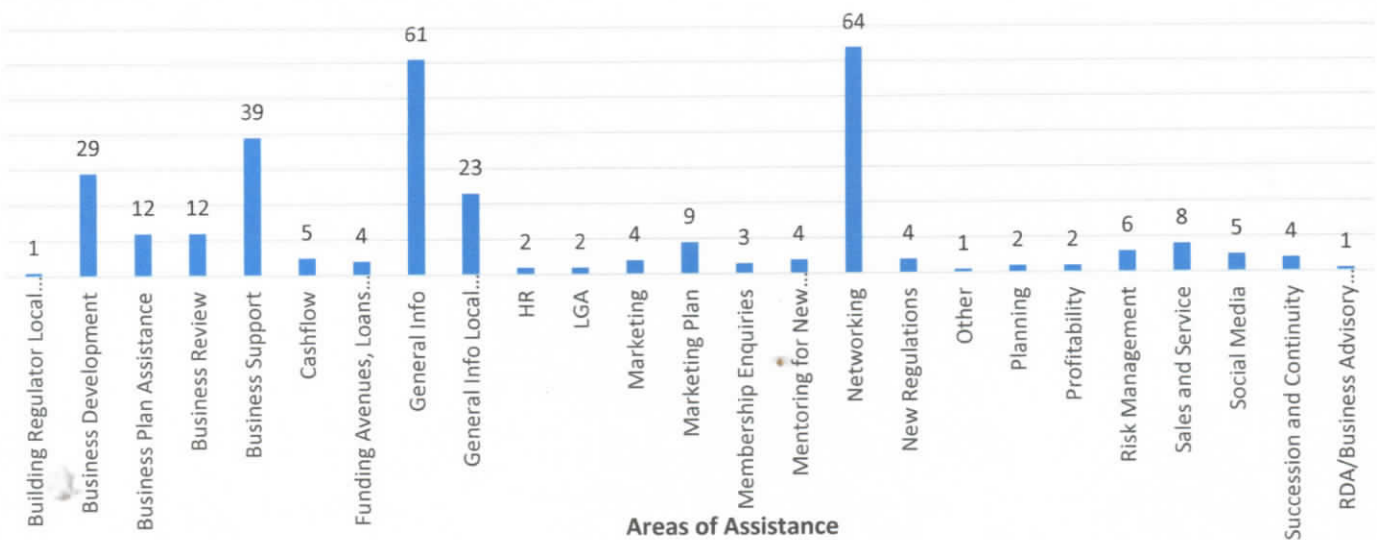
To date the highest-ranking video in the lifetime of GBDG's You Tube Channel is the television commercial produced by GBDG and Andrew Costello (South Aussie with Cosi), achieving 885 views since it was uploaded 2 years and 12 days ago, with the "Support Small Business – Gawler We Need You" video produced by A Stoakes achieving 499 views in only 26 days. This indicates that the content and quality of the video produced using Vimeo is relevant and engaging for our audience.

Your top videos in this period

Video	Average view duration	Views
1  South Aussie with Cosi feature on the Town of Gawler 19 Aug 2019	6:32 (30.2%)	885
2  Gawler, South Australia 2 Apr 2014	0:58 (47.4%)	861
3  Support Small Business 5 Aug 2021	0:13 (46.7%)	434
4  Town of Gawler TV Commercial 19 Aug 2019	0:28 (92.1%)	365
5  2021 SA Business Conference 7 Apr 2021	0:26 (88.7%)	88
6  SAMBO ON SATURDAY - Brian Sambell interviews Damo & Tom 9 May 2020	2:56 (13.4%)	66
7  Meet the local businesses - Delicia Acai & Protein Bar... 4 Jun 2020	1:31 (46.1%)	41
8  Gawler Business Expo 2017 4 Jul 2017	2:42 (36.3%)	40

Business Engagement Statistics – 307 engagements

Areas and Numbers of Assistance August 2021



Total Assists/Engagements August 2021 = 307

Local Youth Entrepreneur Up for Award and Doing Well Interstate



Off the Couch with Ethan

8 September at 17:00 · 🌐



Don't forget - the Antenna Awards are going ahead NEXT WEEKEND, Saturday 18th September, as a virtual event!! 📺📺 I am so excited and honoured to be up for 4 nominations!! 🏆

If you want to tune in, you can catch it live from 7:30pm on Channel 44 or 8:00pm on C31 Melbourne and Geelong or watch it online via cTV+ at: <https://www.ctvplus.org.au/> 📄

Wish me luck & thank you for your support!! 😊



👍❤️👍 35

14 comments 9 shares

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💬 Comment

➦ Share

Most relevant ▾



Write a comment...



Caren Brougham
Good luck Ethan from Gawler Business Development Group

Like · Reply · 1 d





Off the Couch with Ethan

16h · 🌐



Well this is interesting - apparently we rank in the top 10 most viewed programs on [C31 Melbourne and Geelong](#), with an average audience of 24,000! 🤩 That could fill the Adelaide Entertainment Centre 8 times over! 😊

So, if you want to be one of those 24,000 Melbourians, tune into C31 tonight @ 10pm to catch the South East SA episode, as I ask the what, when, where and why of South Australia's geologically-young coast!

