

**Minutes of General Meeting held 21 June 2022**

**Meeting Opened: 7:43am**

**Meeting Closed: 8:59am**

Attendees: L Drummond, G Iremonger, A Baric, R Stomaci, K Cowell, C Field	Guests:
Apologies: T Piccolo (proxy attending C Field), A Barilla, H Inat, A White (proxy attending K Cowell)	Absent: L Budden, B Sambell, , H Everitt, K Fischer,
	Leave of Absence: A White, M Stewart

**Item 1: Declarations of Conflicts of Interest - NIL**

**Item 2: 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:** K Cowell      **Result:** Carried

**Chair’s Report June 2022**

I attended the council meeting on May 24 accompanied by Caren to present the quarterly report and business plan for approval by council. It was ratified with a unanimous vote. We were also present to speak to the concept of our management of the Business Innovation Hub but that motion was postponed to the June meeting to give the councillors more time to consider the idea.

After last month’s meeting Caren and I met with Jim from EXL8 to discuss the strategic and marketing plans for the board. We outlined our requirements and listened to his suggestions as he has developed this type of proposal many times and has a wealth of experience in the field. I was confident we had the right person for the job.

I chaired the forum looking at potential ideas for businesses which would enhance Gawler. While not many people attended those who were there were very committed to the process and came up with a number of innovative ideas which Caren and I will follow through on after the conference.

After listening to Paul Koch’s presentation on the establishment of an artisan’s market for Gawler I investigated a number of such markets and attended the Anlaby market last weekend. I believe this could be a great addition to Gawler and will be interested to follow up with Paul as the group establishes their guidelines and legal requirements.

The recruiting of home based businesses is a priority and I have contacted a number of businesses and hope to have some commitments over the next month to increase our base.

**Item 3: Finance Report: – Presentation and discussion**

**Income: \$33,698.91                      Expenses: \$21,429.11**

**Bank Balance:    Cheque Account \$37,202.91                      Online Saver \$88,015.04**

**Discussion on where to allocate conference expenses, decision made to allocate to “Conference” and not “Sponsorship”**

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

**Moved: C Field    Seconded: G Iremonger    Result: Carried**

**Motion:** That GBDG re-appoint A A Taxation and Accounting and accept the rate increase.

**Moved: C Field    Seconded: G Iremonger    Result: Carried**

**Item 4: Confirmation of previous Minutes: Presentation and discussion**

**Motion:** That the Board of the GBDG accept the minutes from the 17<sup>th</sup> May 2022 meeting as a true and accurate record.

**Moved: G Iremonger    Seconded: K Cowell    Result: Carried**

**Item 5: Motions via Email –**

**Strategic plan    Motion:** That the Board of the GBDG engage XLR8 Marketing to develop the Strategic and Marketing Plan and summarise the findings of the Market Research Project.

**Moved: L Drummond                      Seconded: G Iremonger                      Result: Carried**

**Item 6: Business Arising from previous Minutes - NIL**

**Item 7: Strategic and Marketing Plan Progress –** L Drummond gave an overview of the presentation/workshop by XLR\* Marketing and Communication.

**Item 8: Other Business:**

- Qtr Report April – June prepared for submission to Council
- Business Innovation Hub Management Report Result of Council Meeting 24<sup>th</sup> May deferred til June 28<sup>th</sup> meeting.
- Board A White appointed K Cowell as her proxy
- Telephone discussion on rates.

**Motion:** That the Board of the GBDG approve moving the mobile phone to a cheaper plan.

**Moved: K Cowell                      Seconded: G Iremonger    Abstained: R Stomaci    Result: Carried**

**Item 9: Actions**

To be actioned by	Task	Status/update
C Brougham	Set up roster for Board Members to attend monthly GBDG/ToG meetings.	
C Brougham	Invite P Koch to July meeting if he has his Market Plans ready for presentation.	
C Brougham	Research and install Microsoft Teams	

**Next Meeting: Tuesday 19<sup>th</sup> July 2022 – 7:30am Gawler Civic Centre Room G3**

**Signed:** 

**L Drummond Chair**

## Executive Consultant – Report

### Meetings Attended and Events

Details	Details
17 <sup>th</sup> May – XLR8 Marketing	30 <sup>th</sup> May – Meeting XLR8 Marketing
17 <sup>th</sup> May – GBDG Board Meeting	7 <sup>th</sup> June – Tammy’s Table
23 <sup>rd</sup> May - GBDG / ToG Monthly Meeting	14 <sup>th</sup> June – Tammy’s Table
23 <sup>rd</sup> May - Business Forum – What Businesses to Attract to Gawler	17 <sup>th</sup> June – XLR8 Marketing
24 <sup>th</sup> May – Council Meeting Qtr report, Business Plan and Business Innovation Hub	17 <sup>th</sup> June – E White
	20 <sup>th</sup> June – GBDG / ToG Monthly Meeting

### Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
Build Training – Pheonix Plaza	Tabletop and Warfare Expansion	The Travel Planner
	Gawler Canvas Closing Down	
	Gawler Cinema has not been sold to Wallis, it has been leased to them for 14 months. John and Joy Thorpe still own the business.	

### Social Media and Digital Platforms

#### GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Page Likes	Total Page Followers
Jul 2021	881	30,319	5881	3893	4586
Aug 2021	334	6332	961	4001	4616
Sept 2021	251	4754	638	4016	4642
Oct 2021	398	13697	1280	4019	4659
Nov 2021	598	13836	1621	4025	4661
Dec 2021	461	4588	407	4046	4690
Jan 2022	154	43154	5391	4133	4903
Feb 2022	266	11691	982	4256	4939
Mar 2022	880	29277	2699	4345	5053
Apr 2022	246	10349	2277	4369	5056
May 2022		13546		4380	5056

### Mailchimp

Date	Type	Audience	Received by	Open Rate	Total Opens
16/3/22	Newsletter	1519	1327	28.5%	719
27/4/22	Newsletter	1342	1330	23.3%	310
24/5/22	Newsletter	1340	1325	25%	547

### LinkedIn

Date Range	Followers	Following	Contacts	Connections	Post Views
Jul 2021	1016	1048	3644	- n/a	230
Aug 2021	1017	768	3644	1008	241
Sept 2021	1015	1047	3644	1015	248
Oct 2021	1015	1048	3644	1015	251
Nov 2021	1014	1047	3644	1014	255
Dec 2021	1014	1047	3644	1014	255
Jan 2022	1010	1046	3644	1013	241
Feb 2022	1015	1053	3644	1018	262
Mar 2022	1015	1053	3644	1017	145
Apr 2022	1017	1058	3644	1019	282
May 2022	1017	1056	3644	1017	285

### Twitter

Date Range	Tweets	Retweets	Followers	Following	Mentions
Jul 2021	2	0	60	105	2
Aug 2021	2	0	61	113	2
Sept 2021	1	1	63	117	1
Oct 2021	1	0	64	118	1
Nov 2021	4	0	63	119	0
Dec 2021	2	0	63	119	0
Jan 2022	1	0	64	119	0
Feb 2022	1	0	64	119	0
Mar 2022	1	0	64	119	0
Apr 2022	2	0	64	119	0
May 2022	2	1	65	119	1

### Instagram

Date Range	Total Posts	Followers	Following	Reach
Jul 2021	150	556	440	
Aug 2021	154	577	446	
Sept 2021	156	596	446	
Oct 2021	164	603	446	
Nov 2021	168	610	445	
Dec 2021	168	610	445	
Jan 2022	172	615	444	
Feb 2022	176	620	445	
Mar 2022	178	619	448	
Apr 2022	185	625	457	

May 2022	197	628	528	575
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### Gawler Business Awards

Nominations closed and have been received and voted on, and all finalists have been advised so that they can register to attend the SA Business Conference on 24<sup>th</sup> June, where the award winners will be announced.

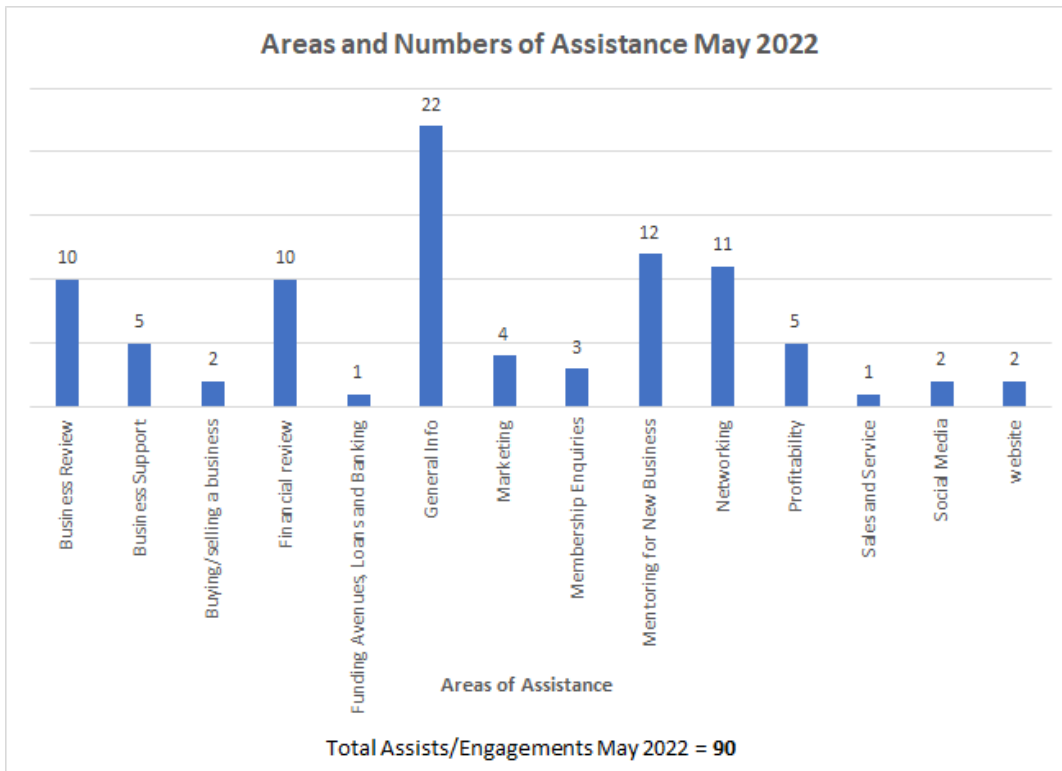
### SA Business Conference

Our target for this year’s conference was 100 registrations and as at 16 June 2022, we have 119 registrations. Assistance to set up on Thursday 23<sup>rd</sup> 2pm would be appreciated.

### Business Engagement Statistics

**Contacts Reports** - The month of May saw:

- 90 business assists and engagements
- Time spent on direct contact 22 hours 39 minutes



### Business Advisory Services

<b>Number of Businesses Referred this quarter to B2B providers, State Govt Depts, and GBDG sourced advisors.</b>	
June	0