

**Minutes of General Board Meeting**

**18 April 2023**

**Meeting Opened: 7:33am**

**Meeting Closed: 8:52am**

Attendees: L Drummond, G Iremonger, N Berrett, I Solomon, A Baric	Guests: H Inat – CEO Town of Gawler
Apologies: K Cowell, T Piccolo, D Veltman, K Fischer	Absent:

**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: N Berrett      Result: Carried**

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

**March Income: \$16,533.83                      Expenses: \$10,477.32**

**Bank Balance end of month: Cheque Account \$29,125.88      Online Saver \$87,876.47**

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

**Moved: G Iremonger      Seconded: I Solomon      Result: Carried**

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

**Motion:** That the Board of the GBDG accept the minutes from March Meeting as a true and accurate record.

**Moved: N Berrett              Seconded: G Iremonger      Result: Carried**

**Item 5: Motions via Email - nil**

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

- Qtr magazine – Nan is researching possibility of a qtr magazine
- GMM – discussion – are any of the stall holders from Gawler? Do all stall holders have insurance? What sort of insurance? What insurance do GMM have? Is there any comeback on GBDG if there is an insurance claim? Suggest that 2 stalls are outside under the verandah to draw attention to the market.

**Item 7: Other Business**

**Annual Member Survey:** The annual survey was sent out to all members on 20 March. The main focus was to identify if members would be interested in engaging with the Go Local First Campaign and if it were offered, an online e-commerce site. A second mini survey was also sent out to 19 Murray St members to enquire if there had been any increase in income on the Sundays that the GMM is held.

Discussion on: what other ways we can gather information and feedback. We will have surveys on the tables during the conference for people to complete .

**Shoppawler** – No further info at this point

**Gawler Maker’s Market** – To date the GMM has submitted reports for each month they have held a market. Reports sent to Board 11 April.

**Go Local First #shoppawler** – Additional quotes received for printing of marketing resources.

Gawler Arts and Signs \$3993 not including artwork

Lane Print not including artwork

The Print Market \$3498 (updated and includes artwork)

**Motion:** That the GBDG use The Print Market to produce the Go Local First resources.

**Moved:** G Iremonger      **Seconded:** N Berrett      **Result:** Carried

**Item 8: Actions**

To be actioned by	Task	Status/update

**Next Meeting: GBDG Planning Meeting - Tuesday 16<sup>th</sup> May 2023 – 7:30am – 9am Room G3 Gawler Civic Centre**

Signed: 

**L Drummond**  
**Chair**

**Executive Consultant – Report**

**Meetings Attended and Events**

Details	Details
14 <sup>th</sup> Mar – The Print Market – Go Local First	29 <sup>th</sup> Mar – BECA Special Board Meeting
14 <sup>th</sup> Mar – Tammy’s Table	4 <sup>th</sup> Apr – Tammy’s Table
14 <sup>th</sup> Mar – Gawler Economic Dev Strategy Working Group	11 <sup>th</sup> Apr – Tammy’s Table
14 <sup>th</sup> Mar – Corp & Community Svcs Committee Meeting	11 <sup>th</sup> Mar – Gawler Economic Dev Strategy Working Group
21 <sup>st</sup> Mar – GBDG Board Meeting	

<b>Coming Soon - New Commercial Businesses to Gawler</b>

22 <sup>nd</sup> Mar – Special BECA Board Meeting	
27 <sup>th</sup> Mar – GBDG ToG Monthly Meeting	

**Upcoming events**

<b>Details</b>	<b>Details</b>
Tammy’s Table 1 <sup>st</sup> and 2 <sup>nd</sup> Tuesdays each month	Mystery Shopping dates not publicised
Fri 26 <sup>th</sup> May – SA Business Conference	

**Business and Membership Movements**

<b>New Commercial Businesses to Gawler</b>	<b>Business Changes</b>	<b>New Voluntary Members</b>
Skysies Cakes Willaston Windscreens NSR Massage Therapy		

**Gawler Business Innovation Hub**

2023 workshop and event offerings from RDA, GBDG and Town of Gawler being formalised.

**Survive and Thrive Strategy**

Go Local First #shopgawler



**Social Media and Digital Platforms**

**Mailchimp**

Date	Audience	Received by	Open Rate	Total Opens
July	1340	1337	41.8%	559
Aug	1339	1329	42%	559
Sep	1339	1334	45%	605
Oct	1330	1317	52.16%	687
Nov	1330	1317	54.66%	720
Dec	1330	1317	56.56%	745
Jan	1330	1317	56.56%	745
Feb	1320	1299	44.26%	575
Mar	1320	1292	27.3%	578

**Linkedin**

Date Range	Followers	Contacts	Connections
July	1017	3666	1018
Aug	1012	3666	1015
Sept	1011	3666	1014
Oct	1021	3667	1018
Nov	1021	3667	1017
Dec	1019	3667	1017

Jan	1020	3669	1016
Feb	1019	3669	1016
Mar	1019	3669	1016

#### GBDG Facebook Page

Date Range	Post Reach	Post Engagement	New Page Likes	Total Page Likes	New Page Followers	Total Page Followers
July	2373	226	13	4487	17	4973
Aug	37916	5119	87	4500	122	5095
Sept	9078	510	10	4510	12	5107
Oct	9115	6231	11	4521	16	5123
Nov	10675	903	13	4534	0	5123
Dec	9401	1343	17	4551	12	5135
Jan	4588	889	6	4557	12	5147
Feb	13599	950	16	4573	2	5149
Mar	10041	1500	14	4587	27	5176

#### Instagram

Date Range	Total Posts	New Followers	Followers	Following
July	199	5	629	468
Aug	202	1	630	463
Sept	203	0	630	431
Oct	206	6	636	430
Nov	207	1	637	433
Dec	209	1	638	433
Jan	211	1	639	429
Feb	214	3	642	433
Mar	219	9	651	441

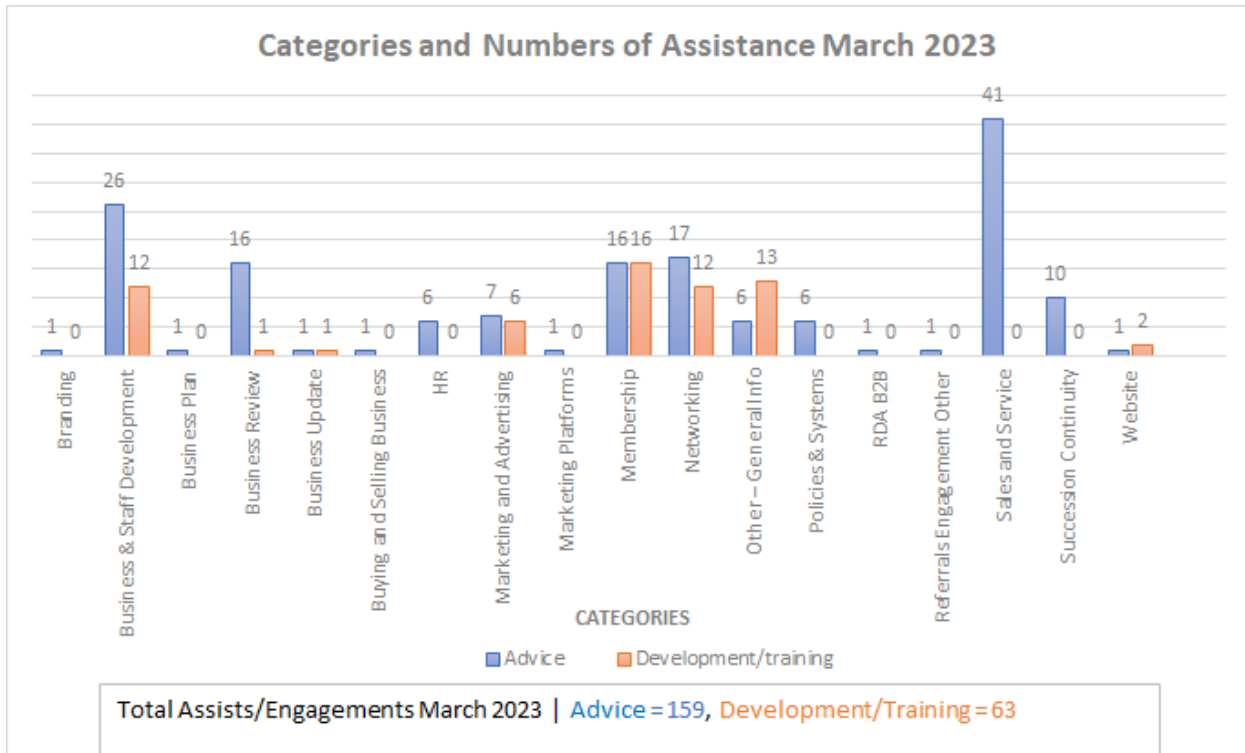
#### Twitter

Date Range	Total Tweets	New Tweets	Retweets	Followers	Following	Mentions
July	149	0	0	66	119	0
Aug	150	1	0	67	119	1
Sept	153	3	0	68	119	0
Oct	156	3	5	70	119	1
Nov	157	1	0	71	120	1
Dec	158	1	0	71	119	0
Jan	119	0	0	71	119	0

Feb	121	2	0	71	119	0
Mar	125	4	0	71	119	0

### Business Engagement Statistics

**Contacts Reports – March:** 222 business engagements - Business Advice 159, Business Development 63



**Number of Businesses Referred this period to B2B providers, State Govt Depts, and GBDG sourced advisor: 1**

### Annual Member Survey Results

Results are included as an attachment

### Gawler Makers Market

The March report has been received and saw Mar 2023 – 23 stalls, 550 attendees – 15 Facebook – 15 Instagram posts. Report has been emailed to Board members.

Email to GMM

*FYI we have conducted a short survey on Murray St businesses to determine if there has been any notable increase in trade on the days the markets have been held. As you are aware, the discussions around funding from GBDG detailed that markets would be held in Walker Place with the hope to expand onto Apex Park as the market grew, this encouraged GBDG to consider that investment would be worth it, as the local traders would benefit with market attendees spending some time and money in the local businesses. To date, this has not been the case, probably due to*

*the markets being held in the Civic Centre. It is hoped that once you improve your marketing (flags etc), that traders will see a benefit.*

*Thus far, it does not appear that there has been any promotion of local businesses eg CIBO, Café Nova special deals etc (as per discussion at the last GBDG/GMM meeting). Has there been any interaction between GMM and these local traders around cross promotion?*

### **GMM Response for discussion at Board Meeting**

Dear Caren,

Thank you for your email and we wish to respond.

The Gawler Makers' Market committee has a clear vision of establishing a viable artisans market showcasing our region's makers, bakers and growers, and becoming a long term feature within the community. Since running its first market in August 2022, the committee has been working towards this goal, selecting 'quality' stallholders and running successful markets that draw 500 plus patrons for each event.

Originally we had planned to split the Market between an outdoor and indoor venue depending on the weather. Our first Markets were held in the Civic Centre, and proved very popular. We asked the stallholders their preference, and overwhelmingly they have opted to stay indoors. This revolves around many stalls holders having products that are not necessarily suited to an outside stall, ease of setup, not being weather- dependant, and the layout and the overall ambience of the building that reflects positively on the market, and therefore their stall.

Feedback from customers is that they enjoy that the Market is set indoors in the Civic Centre with its air-conditioning and unique historic ambience. Again this reinforces the benefits of hosting the Market indoor and contributes to our point of difference.

We are working on building a reputation for quality and have identified that this is proving to be a point of difference to other markets. In particular, we are increasingly receiving applications from 'high end' producers, so reinforcing the quality of our stallholders, and reputation of the Market.

We currently have two growers who have stalls, and wish to expand that line.

From conversations with growers, to be successful in a market situation, they need to be grouped with other growers, so people can visit the Market knowing they can purchase a range of produce. We have been talking to a variety of producers with the aim of establishing a farmers themed section of the Market in Walker Place. This would also include some of the 'heavier' type products such as metal garden wares. We see this as a practical evolution of the Market.

The decisions we make are based around the needs of our stallholders, and ensuring we are financially sustainable long-term (as outlined in our funding agreement with the GBDG). We have adopted a 'flexible' approach to our development taking into account the practicalities of running a market and the dynamics around stallholder requirements and responding accordingly as issues appear.

As outlined in the funding agreement, there is an expected flow-on effect of visitors /customers to surrounding businesses. Given that upward of 500 people visit the Market, that expectation should be occurring. In particular, at each Market we have a volunteer who welcomes people, pointing out the stairs and lift to the first floor. They also ask if it is their first visit to the Market. In most cases the response is their first, so the Market is bringing new people into the main street to visit the Market.

We have spoken to the manager of one cafe who commented they do very good business on Market days. We have made contact with a large number of main street traders who are aware of the market, and have promotional flyers in many shop fronts, but have only observed a few businesses open on the Sunday.

A considerable amount of volunteer input is required for each market. This includes setup, running and then pack down each event, plus the work that goes on in the background. We estimate that would be in the vicinity of 100 hours per market day. The committee are supportive of the artisan community and our efforts help to support over 30 micro-business within our area. Some of the micro-businesses are essentially start-ups while others are well established. We value their creative input and hope they get reward from being a part of the market, in particular financially, so they can grow and succeed.

We see our current small volunteer base as a constraint and are working towards broadening it.

The GMM committee is committed to the ongoing success of the Market. We have a flexible approach to the development of the Market, taking into consideration the dynamics around stallholder requirements, and what can be practically achieved without jeopardising the success of the Market.

Yours

Gawler Markers Market Committee

Robert Viner-Jones Jane Bagshaw, Mel Bone-Manser, Philippa Davey, Diane Fraser, Deborah Speed and Paul Koch