

GENERAL BOARD MEETING

MINUTES

16 July 2024

Meeting Opened: 7:39am

Meeting Closed : 8:56am

Attendees: N Berrett, K Fischer, G Iremonger, I Solomon	Guests:
Apologies:	Absent:

Item 1: Declarations of Conflicts of Interest -Nil

Item 2: Chairperson's Report:

Motion: That the Board accept the Chairpersons report.

Moved: K Fischer

Seconded: N Berrett

Result: Carried Unanimously

Item 3: Finance Report: – Presentation and discussion (attachment 2)

June Income: \$27,684

June Expenses: \$25,061

Bank Balance end of month: Cheque Account \$14,900.53 Online Saver \$ 128,529.01

June General Journal entry completed

Connecting Women in Business – Rural Chics Grant Report Submitted

All financial documents and reports sent to Accountant for BAS submission

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

Moved: G Iremonger

Seconded: N Berrett

Result: Carried Unanimously

Item 4: Confirmation of previous Minutes: Presentation and discussion

Motion: That the Board accept the minutes from June meeting as a true and accurate record.

Moved: G Iremonger

Seconded: N Berrett

Result: Carried Unanimously

Item 5: Motions via Email - Nil

Item 6: Business Arising from previous Minutes – Add J Gill as a visitor to minutes

Item 7: Other Business

Christmas Parade Insurance – in progress

Board Nominations:

Motion: That Business Gawler develop a Board Nominee Information Form to circulate to potential members that requires them to provide the Board with their previous Board experience, what they can offer to the Board and the business community.

Moved: N Berrett

Seconded: G Iremonger

Result: Carried Unanimously

Item 8: Actions

To be actioned by	Task	Status/update
K Fischer	Kevin to research Placemap and Spendmap and report to the Board on costs v benefits and the data that each can gather.	
C Brougham and A Stoakes	Review and update business awards to be given plus eligibility criteria and supporting evidence required of nominees.	In Progress
C Brougham	Google my business ads "how to" video	In Progress
C Brougham	Board nominee overview form	
C Brougham	Signage catalogue for various precincts.	
C Brougham	Research grants for digital signage	
C Brougham	Commence concept overview for digital signage	
N Berrett	To explore a series of podcasts on tourism and can we build them into our website. If not, where do we host them?	In Progress

Next Meeting: BUSINESS GAWLER – Tuesday 20th August 2024

Signed:

K Fischer



Executive Consultant – Report

Meetings Attended and Events

Details	Details
18 th Jun – Business Gawler Board Meeting	5 th Jul – Networking event – Paint n Sip
19 th Jun – CWIB Rural Chics program	9 th Jul – Tammy’s Table
2 nd Jul – Tammy’s Table	9 th Jul – Economic Development Meeting

Upcoming Events

Date	Presenter/Topic	Venue/Time
Tuesday 2 nd July	Tammy's Table	Gawler Civic Centre
Friday 5 th July	EOFY Networking Catchup with Paint n Sip	Café Nova 6pm – 9:30pm
Tuesday 9 th July	Tammy's Table	Gawler Civic Centre
Wednesday 17 th July	Connecting Women in Business Session	Zoom
Tuesday 6 th Aug	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 13 th Aug	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Wednesday 21 st Aug	Connecting Women in Business Session	Zoom

Event Results

June

4th June – Tammy's Table 6 businesses attended - Today, we hosted an open forum where participants had the opportunity to ask questions organically. Our discussion covered a variety of important topics, including: **Performance Reviews and Pay Rises:** Best practices for conducting performance reviews and discussed strategies for negotiating and implementing pay raises.

Business Planning: Participants shared their approaches to business planning, highlighting different methods and tools they use.

Business Ownership: The emotional aspects of being a business owner, discussing both the rewarding and challenging aspects.

Professional HR Advice: The importance of seeking professional HR advice before taking any action related to employees, discussing how expert guidance can prevent potential legal and operational issues.

11th June – Tammy's Table – 9 businesses attended - The topic we discussed was: "You Decide" – this gave members a chance to raise topics and questions which included tips to stop the intrusion of social media business enquiries occurring out of hours, the sharing of unique marketing ideas and our approach to business planning and ways planning could be more effective as a business growth strategy.

Connecting Women in Business

24th June – 8 businesses attended and the topic was: Putting customers first and the importance of collecting reviews/feedback

Business and Membership Movements

New Commercial Businesses	Business Changes	New Voluntary Members
Jennifer Carly Aesthetic Medicine (in old Hudsons Café) Einsign (Paxton St)		



Social Media and Digital Platforms

Date	Audience	Received by	Open Rate	Total Opens
July	1316	1295	75.3%	976
Aug	1309	1285	59.9%	770
Sept	1309	1285	60.8%	782
Oct	1309	1282	63.7%	817
Nov	1309	1272	58.6%	746
Dec	1290	1272	60.5%	770
Jan	1290	1271	56.01%	712
Feb	1292	1272	56.19%	726
Mar	1292	1265	58%	734
Apr	1284	1242	56.03%	696
May	1284	1242	56.03%	696
Jun	1284	1229	66.89%	869

LinkedIn

Date Range	Followers	Connections
July	1026	1017
Aug	1034	1024
Sept	1041	1030
Oct	1042	1030
Nov	1042	1030
Dec	1042	1029
Jan	1045	1029
Feb	1046	1029
Mar	1047	1029
Apr	1046	1028
May	1047	1029
Jun	1048	1029



Date Range	Post Reach	Post Engagement	New Likes	Total Likes	New Followers	Total Followers
July	10718	3159	24	4627	28	5223
Aug	8342	983	20	4647	30	5253
Sept	6234	2860	20	4667	27	5280
Oct	7120	2954	18	4585	26	5306
Nov	8875	1185	1000	5585	1000	6306

Dec	5667	n/a	1089	6684	794	7100
Jan	9618	1427	15	6699	79	7179
Feb	4795	640	15	6714	0	7179
Mar	13191	1404	37	6751	52	7231
Apr	3757	434	12	6763	16	7249
May	5643	1109	3	6769	3	7252
Jun	6757	1458	8	6777	16	7268

Go Local First #shopgawler Facebook Page

Date Range	Post Reach	Post Engagement	New Likes	Total Likes	New Followers	Total Followers
Sept	251	23	8	62	8	64
Oct	154	111	15	77	36	100
Nov	179	136	30	107	36	136
Dec	1410	n/a	37	144	15	151
Jan	980	40	1	145	3	154
Feb	331	16	2	147	3	157
Mar	44	15	1	148	4	161
Apr	903	52	2	150	4	165
May	1152	51	1	151	1	166
Jun	936	45	2	153	4	170



Date Range	Total Posts	New Followers	Followers	Following
July	233	7	673	444
Aug	238	5	678	389
Sept	241	11	689	398
Oct	242	5	694	398
Nov	245	11	705	398
Dec	247	4	709	400
Jan	248	7	716	399
Feb	250	3	719	398
Mar	253	9	728	402
Apr	257	6	734	403
May	259	4	738	403
Jun	263	6	744	406



Twitter

Date Range	Total Tweets	Followers	Following
July	172	70	119
Aug	n/a	71	119
Sept	174	71	119
Oct	175	71	120
Nov	176	71	120
Dec	178	71	120
Jan	179	71	120
Feb	179	71	120
Mar	181	71	120
Apr	181	71	120
May	183	71	120
Jun	183	71	120

Business Engagement Statistics

Contacts Reports

June: 169 business engagements - Business Advice 112, Business Development and Training 51 and Business Other 6

Referrals:1

