

**GENERAL BOARD MEETING**

**MINUTES**

**18 Sept 2024**

**Opened: 7:32am**

**Closed: 9:08am**

Attendees: Gary Iremonger, Raff Stomaci, Kevin Fischer, Isaac Solomon	Guests: Corinna Stormer, Gaby Haidar, Candice Pemberton, Bronte Rhodes, Stuart McDonald, Pina Stojko, Wayne Fischer, Mick Brawn, Kathryn Krollig
Apologies: Nan Berrett, Tony Piccolo	Absent:

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

**Item 2: Chairperson's Report: See report at end of document.**

In-depth discussion on elements of the Chairs report and an overview of the Gawler Integrated Transport Strategy

**Motion:** That the Board accept the Chairpersons report.

**Moved: K Fischer      Seconded: I Solomon      Result: Carried Unanimously**

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

**August Income: \$17,317.00      August Expenses: \$15,521.00**

**Bank Balance end of month: Cheque Account \$21,232.66      Online Saver \$ 184,524.31**

**Art on the Plains Income and Expenditure**

**July Income: \$455.00      July Expenses: \$543.00**

**Aug Income: \$ 0      August Expenses: \$2829.36**

August General Journal entry completed

Connecting Women in Business – Rural Chics Grant Report Submitted

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

**Moved: G Iremonger      Seconded: R Stomaci      Result: Carried Unanimously**

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

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

**Moved: G Iremonger      Seconded: R Stomaci      Result: Carried Unanimously**

**Item 5: Motions via Email**

**Motion:** That the Board approve the Business Awards voting/nominations format and approve the presentation night dinner/networking event with a guest speaker/entertainment. 2 free tickets per member business, a maximum of 100 tickets will be available on a 'first in' basis. And that the awards night and associated expenses stay within the already approved budget for the event.

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

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

**Item 7: Other Business**

**Business Awards Discussion** – see end of report for details

**Business Gawler Logo discussion** – in-depth discussion on the logos ideas presented to the Board and guests for discussion. A brief will now be forwarded to graphic designer for updated designs to be presented at the next meeting.

**Mainstreet SA Conference** – No Business Gawler representative attending.

**Item 8: Actions**

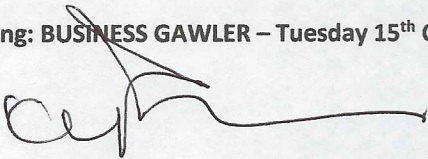
To be actioned by	Task	Status/update
K Fischer	To continue researching Spendmap costs and the data it gathers. Is the data from one source or multiple sources?	
C Brougham	Prepare a brief for logo designs and provide to graphic designer for development of updated logo designs.	Completed 17 <sup>th</sup> Sept 2024

**Next Meeting: BUSINESS GAWLER – Tuesday 15<sup>th</sup> October 2024**

**Signed:**

**K Fischer**

**Chair**



## Executive Consultant – Report

### Meetings Attended and Events

Details	Details
13 <sup>TH</sup> Aug – Eco Dev Meeting	3 <sup>rd</sup> Sept – Tammy's Table
20 <sup>th</sup> Aug – Board Meeting	5 <sup>th</sup> Sept - Workshop
26 <sup>th</sup> Aug – ToG/Business Gawler Monthly Meeting	5 <sup>th</sup> Sept Connecting Women in Business – Rural Chics
27 <sup>th</sup> Aug – Council Meeting Qtr Report	10 <sup>th</sup> Sept – Tammy's Table

### Upcoming Events

Date	Presenter/Topic	Venue/Time
Tuesday 3 <sup>rd</sup> Sept	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Thursday 5 <sup>th</sup> Sept	MS Teams Essentials Workshop for Business	Gawler Arms Hotel 11:30am – 2:30pm
Tuesday 10 <sup>th</sup> Sept	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Wednesday 18 <sup>th</sup> Sept	Connecting Women in Business Session	Zoom
Tuesday 1 <sup>st</sup> Oct	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 8 <sup>th</sup> Oct	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Wednesday 16 <sup>th</sup> Oct	Connecting Women in Business Session	Zoom

### Event Results

#### July

**6<sup>th</sup> Aug – Tammy's Table 8 businesses attended - The topic we discussed was: Network to Net-Worth**

We all invest a lot of time into attending events and engaging in online networking, so we shared how we can make this worth our while. We discussed different networking strategies, both online and in person, to help expand our reach and impact. We also shared how we follow up and maintain connections after events and we can optimise our presence at events.

**13<sup>th</sup> Aug – Tammy's Table – 10 businesses attended - The topic we discussed was: Network to Net-Worth**

We all invest a lot of time into attending events and engaging in online networking, so we shared how we can make this worth our while. We discussed different networking strategies, both online and in person, to help expand our reach and impact. We also shared how we follow up and maintain connections after events and we can optimise our presence at events.

**3<sup>rd</sup> Sept – Tammy's Table – 8 businesses attended - The topic we discussed was: We had discussions around how we manage our time and prioritise our workloads; what we are doing to set up our businesses for sale / retirement and what would make a business valuable to someone.**

**10<sup>th</sup> Sept – Tammy's Table – 8 businesses attended - The topics discussed were: How automation can make or break a business, selling the outcome rather than your time, over delivering, hourly rates vs fixed fees, multi tasking vs focus tasking**

## Connecting Women in Business

21<sup>st</sup> Aug – Connecting Women in Business- Rural Chics – 8 businesses attended

The topic we discussed was: **Mastering Your Marketing Superpower** - Key Take-Aways: Tania Cavaiuolo from See Marketing & Communications presented on this topic. The meeting focused on marketing strategies, emphasising the importance of understanding different marketing styles and tailoring content to various audience types. Participants shared their experiences and challenges with marketing, and Tania provided insights on balancing promotional activities and outsourcing tasks. The session concluded with a discussion on the value of quality content over quantity and the importance of understanding customer motivations.

## Business and Membership Movements

New Commercial Businesses	Business Changes	New Voluntary Members
Gawler Nail Beauty opened in Murray St in the space that Beast and Beauty Co were in.	Leading Edge Telecom on Murray Street New owners Sannan Wastani and Kashif Raza  Dave the Barber has been sold, new owner Najm	Creating Community Locally



## Social Media and Digital Platforms

Date	Audience	Received by	Open Rate	Total Opens
Jun	1284	1229	66.89%	869
July	1227	1225	58.8%	721
Aug	1233	1219	60.02%	735

## LinkedIn

Date Range	Followers	Connections
Jun	1048	1029
July	1048	1028
Aug	1045	1025



Date Range	Post Reach	Post Engagement	New Likes	Total Likes	New Followers	Total Followers
Jun	6757	1458	8	6777	16	7268
July	4827	1000	4	6781	6	7274
Aug	23864	3278	33	6814	67	7341

**Go Local First #shopgawler Facebook Page**

Date Range	Post Reach	Post Engagement	New Likes	Total Likes	New Followers	Total Followers
Jun	936	45	2	153	4	170
Jul	367	6	1	154	2	172
Aug	189	8	1	155	1	173



Date Range	Total Posts	New Followers	Followers	Following
Jun	263	6	744	406
July	267	2	751	408
Aug	270	0	747	413



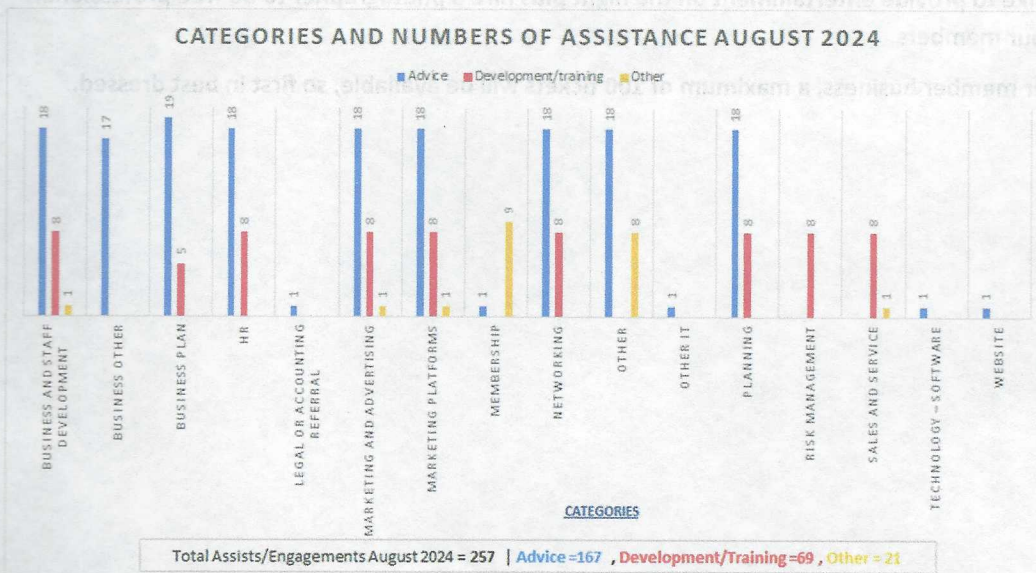
**Twitter**

Date Range	Total Tweets	Followers	Following
Jun	183	71	120
Jul	184	71	120
Aug	186	70	118

**Business Engagement Statistics**

**Contacts Reports**

August: 257 business engagements - Business Advice 157, Business Development and Training 69 and Business Other 21 Referrals:1



## Gawler Business Awards

The simplified awards system is as follows:

3 categories, all public voted. After voting closes, the 3 businesses that receive the highest votes in each category, will become finalists. The Board then use the testimonials that are supplied, to decide the winner of each award category.

### Commitment to Community Award

- Participation: Actively takes part in local events and initiatives.
- Support: Contributes to local charities, community and sporting groups.
- Testimonials: Provide a testimonial (compulsory)

### Customer Service Award

- Response Time: Quickly and effectively addresses customer inquiries and issues.
- Quality of Service: Delivers excellent service with a focus on customer satisfaction.
- Personalization: Provides tailored and attentive service to meet individual customer needs.
- Problem-Solving: Effectively resolves customer problems and turns complaints into positive experiences.
- Testimonials: Provide a testimonial (compulsory)

### Quality of Products or Services Award

- Product Standards: Consistently delivers high-quality products
- Service Standards: Provides reliable, efficient, and high-quality services
- Testimonials: Provide a testimonial (compulsory)

**We would also like to provide entertainment on the night plus hire a photographer to do free professional head shots for our members.**

**2 free tickets per member business, a maximum of 100 tickets will be available, so first in best dressed.**

## Media

Chairs Report for Business Gawler

September 2024

Council Meeting

Attended council meeting with Caren for submission of quarterly report, no issues, a question relating to Business

Gawler feedback and perception of business environment in Gawler.

LED Signage

Meeting with Acting CEO Andrew Goodsell, Jack Darzonas, Chris Parish relating to issues with any possible signage

infrastructure in the public domain. Precinct signage and a possible community billboard type signage were

discussed. The size of the signage, location of services, DPTI road restrictions and planning approvals were

discussed, and information requested from staff to assist with feasibility as we go forward.

Business Gawler would

have to review the benefits of any expenditure for member Business's.

Precinct signage offers direct benefit for all of the businesses within that locality and the number of business's that

share in the benefit may be pivotal in discussion about the application of any funds.

A community billboard potentially offers opportunity to create interest/engagement in the town for passing traffic

including events and other promotional opportunities and of course permanent Business Gawler branding on the

structure enhances our profile.

Exchange Hotel Fundraiser & Networking event

I attended this Hope Cup fundraising event that was also well attended by fellow board members, Tony Piccolo,

Ra Stomaci & Gary Ironmonger, also in attendance was many business owners the Mayor and the Federal MP

Matt Burnell The new CEO for the Town of Gawler was also in attendance, so it was a good opportunity to meet him

in advance of his commencement in the role later in the year.

Draft Gawler Integrated Transport Study

This is an interesting read and some implications are suggested about the Gawler CBD within the context of Traffic

movements and planned growth. I assume this is as it suggests a 'study' and as such it provides possible options

and opportunities. The options relating to Murray St Gawler (CBD) are some that would need comment from us

representing the business's in Gawler. I have tried to capture the commentary that I believe Business Gawler

should focus on within this document, highlighted sections and created a smaller document to review. You are

encouraged to read the whole document in particular Section 4.2 (pg 65) and the mapping data within. My hope is

that we can provide some commentary especially in relation to Section 5.1 which is the summary and implications, feedback sought from the community including us. It may even be prudent to circulate our concerns

or at least promote to the business's what options might be in the future. Feedback is required by the 19th

September, so we will need to provide at this meeting.

Logo

There has been considerable input on the logo, the intention is to provide a graphic designer with a shortlist of

'tabled' logos to date and maybe some further direction to come up with final option.

Spendmapp

I believe we need to discuss this further with councillors and the new CEO now that he has been appointed, I know

the Board are of a view that this data should be part of the economic development input by the TOG, however to

this point no budgeted funds (or desire from sta to spend) are available. The data from an economic snapshot

and feedback for events or promotional activities would be interesting. No quote has been sourced as yet noting

an estimation of 12K was proposed previously (with only reference to other entities costs)

Report by

Kevin Fischer