

MINUTES

Retail / Industrial Chapter Meeting – Held 17 July 2006. 12:30pm at the VIC

Attendance: Kim Beaumont, Leanne Brewer, Glenda Snoxall, Col Maxwell, Geoff Bird

Apologies: Nick Moufarrige, Rod Studholme, Jeremy Wyatt, Maurie McCormack

Minutes of Meeting Held 15 June 2006: Moved; Glenda Snoxall, Seconded; Col Maxwell, that the Minutes of the Meeting held 15 June be accepted.

Matters Arising:

1. Queanbeyan in Bloom: GB presented an update on the Festival, providing detail on events that effected the CBD / retail sector. It is proposed that two events will involve closing some part of Crawford St on the southern side of Monaro.

2. CIT – Promotional Opportunities in the Local Community: GB advised that the project brief would be discussed on Thursday afternoon, 20 July, with a start date scheduled for Monday 24 July.

New Business:

1. Buy local campaign: GB tabled and spoke to a background paper addressing the possibility of a “Buy Local” campaign. Kim outlined discussions held with Kim, Jeremy and GB in terms of background research, timing, scope, costs, management and strategy. The members agreed that the “Think Local First – Tool Kit” should be reviewed by each of the members of the Tourism Chapter, on the basis that these members would form the working party responsible for developing a proposal for presentation to the Executive Council. Following review of the Tool Kit, members of the working party would submit ideas for collation by the EO for consideration by the working party. The “Buy Local” campaign was regarded as an appropriate vehicle in light of current retail competition from the DFO’s as well as the vacancy in retail shops, particularly in the CBD. In addition, it was felt that the industrial sector be included in the campaign in order to capture most businesses in Queanbeyan as party of the QBC membership marketing / promotion. EO to investigate details regarding the House & Land promotion which Queanbeyan ran some 10 – 13 years ago.

2. An e-mail from Rod Studholme was tabled and discussed. Rod had proposed at the last Exec Council meeting that research be collected in order that the QBC was better informed and equipped to make sound decisions / policies based upon an independent information database. Particularly with respect to the DFO's and the Joint Operations Command Headquarters, The database would be available to members and as such provide another service in terms of QBC value adds.

Based upon Rods recommendation it was decided that the EO:

- a. Identify and get briefings from local companies who are capable of undertaking such work.
- b. Identify likely funding sources.
- c. Determine our information requirements, and
- d. When appropriate, report back to the committee with a proposal for commissioning the necessary market research.

General Business: There was no general business.

Closure: The meeting closed at 2:00pm.