

DRAFT MINUTES
Retail/Tourism Meeting held 18 September 2006
12.30 pm at Visitor Information Centre

Attendance: Bill Baker (Chair), Leanne Brewer, Col Maxwell, Rod Studholme, Peter Newall, Jan Browne, Simon Mitchell Taverner, Ian McGinn

Apologies: Claire Marlow, Jeremy Wyatt, Kim Beaumont

Minutes of meeting held 17 July 2006: Moved: Jan Browne, Seconded: C Maxwell that minutes of meeting on 17 July be approved.

Matters Arising (number showing, corresponds to meeting item number):

2. Research project for CIT students: EO to investigate the opportunities that may arise for participation by students as VIC volunteers. ACTION: EO
4. Civic Guides/QBC signs: This item on the LIFT Committee meeting agenda for 4.30 on 18 September. Outcome of meeting to be distributed by EO. ACTION: EO
5. T Shirts: Jan Browne has ordered 100 of each of "I Love Queanbeyan" T-Shirts and Polo Shirts for retail at \$15.00 and \$20.00

Agenda:

1. Staffing of VIC:

Mon to Fri *paid* staffing of the VIC currently consists of 1 x person (Sandra) at 30hrs per week, 1 x person (Ursula) at 20hrs per week with support from the EO as required.

Sat to Sun *paid* staffing of the VIC currently consists of 1 x person at 7hrs (Sat 4hrs & Sun 3hrs). Weekends are mainly staffed by one person (Simon); back up for weekends is provided by Sandra.

Back up for the seven day operation is from four volunteers averaging a total of 10hrs per week. The QBC has sought further volunteer input via the QBC column in the Q-Age.

1.1 It is proposed that another casual person be employed to support current Mon to Sun staffing and

1.2 That the VIC is staffed by two persons at the weekend as the other centre is otherwise vacant.

The meeting tasked the EO with the development of a budget for the centre with a clear delineation between VIC activities and QBC activities. ACTION: EO

2. VIC Bookrite system proposal:

Offer received from ACT Tourism to provide Free of Charge an online booking system which will minimise phone costs and VIC staffing time and provide VIC with a 5% commission on bookings made from the centre. Proposal moved by C. Maxwell and seconded by J Browne. EO to report outcome at next meeting.

ACTION: EO

3. Hotel/Motel and other accommodation membership and signage fees:

The meeting discussed the initial membership fees for Hotels/Motels, Cabins and Van parks which included signage displayed at VIC. A recent enquiry for signage raised the issue of ongoing advertising panel fees and renewal of the 2007/08 membership fees for accommodation provider members.

3.1 The meeting asked the acting EO to discuss the issue with Lesley Norris in an attempt to set a flat rate figure for accommodation providers membership and annual fee for advertising panel sign at the VIC and report to next meeting. The meeting recognised the support that the current eight accommodation members gave to the QBC during the revamp of the centre this year.

ACTION: Acting EO

3.2 Three Motels in the Choice Motel group; Lincoln Downs *in Batemans Bay*

Cambridge Hotel *in Sydney*, Carriage House *in Wagga Wagga* has requested (through an agent) a rate for a montage sign at VIC. Following discussion the meeting proposed an annual advertising fee of \$1,000 plus GST and signage costs.

ACTION: Acting EO

3.2 Two external advertising panel signs (including 24hr booking service phone) were mounted on the VIC building as part of the VIC revamp. It appears however that QCC council approval was not applied for and a possibility arises that the advertising panel may need to be removed. In addition the former EO arranged supply of this unit on a \$50.00 per month rental until the sum of \$500.00 was reached, at which time the QBC would own the unit. Recent correspondence from the supplier suggests that a payment of \$4,000.00 is required to purchase the unit.

The meeting requested the Acting EO obtain statistics on use of similar units elsewhere to identify worth of sign and report to next meeting.

ACTION: Acting EO

4. Survey of Queanbeyan businesses:

The EO distributed a draft survey document which is proposed be sent as a pilot to QBC members and thereafter to all businesses in Queanbeyan. The meeting agreed to forward comments on the document back to the EO prior to sending out to members within next few weeks. It was suggested that a grant may be available to assist with costs involved in distributing the survey document to all businesses in Queanbeyan. The meeting requested the Acting EO to explore costs involved and any grant or sponsorship opportunities and report to next meeting.

ACTION: Acting EO

5. Display of member businesses in VIC meeting room:

The meeting discussed suggestion by the EO that the meeting room be utilised from time to time as an opportunity for members to display/profile/advertise their businesses. The Acting EO was asked to explore further the logistics and report to next meeting.

ACTION: Acting EO

6. Canberra City News proposal for Queanbeyan supplement:

Following a meeting with the EO and City News (CN), CN has put forward a proposal to publish a 12 page supplement on Queanbeyan in the 19 October edition of the CN for distribution throughout Queanbeyan.

The written proposal was not available during the meeting but will be attached to minutes of this meeting for response by the committee to the EO.

ACTION: Committee Members

7. QBC business column in Queanbeyan Age:

The EO reported that the Q-Age agreed to insert a QBC column in the business page; the column been published over the last two weeks and to assist with continuity of “QBC in focus” the EO requested input from the committee members with articles and ideas to ensure a lively and informative weekly column.

ACTION: Committee Members

8. Advertising policy:

The EO reported that almost daily the VIC is approached by organisations (tourist bodies and private organisations) to place a VIC ad in their publications. Ads range in price from a few hundred dollars to \$5,000 and it is very hard to measure the return on investment as most visitors find us via the web or through accommodation venues. The meeting requested that the Acting EO seek information from other VIC on their policy and measurement of advertising budget spent.

ACTION: Acting EO

9. Other Business:

As a matter of priority the meeting requested that the Acting EO provide a:

9.1 Draft budget for the operation of the VIC (including advertising per item No 8 on the agenda)

9.2 Draft budget for the QBC

9.3 Draft Business Plan for the VIC

9.4 Draft Business Plan for the QBC

The meeting requested that the Queanbeyan Cultural Centre be put on next meetings agenda.

ACTION: Acting EO

NOTE:

Following the meeting B Baker and the acting EO discussed the value of having Sandra Bryce attend at the beginning each meeting to provide an overview to the committee of the VIC activities.

Formal meeting closed at 2.15pm

