

**Retail/Tourism Meeting held 10 October 2006**  
**12.30 pm at Visitor Information Centre**

**Attendance:** Bill Baker (Chair), Col Maxwell, Rod Studholme, Jan Browne, Simon Mitchell Taverner, Kim Beaumont, Nick Moufarrige, Ian McGinn

**Apologies:** Claire Marlow, Leanne Brewer, Daryl Evans

**Minutes of meeting held 18 September 2006:** The 18 September minutes were not dealt with in total as only held 3 weeks had elapsed since the last meeting.

*“The chair introduced the meeting as a hybrid meeting as he would be overseas from 11 October to 11 November and wanted the opportunity to discuss with members any issues requiring the chairs attention prior to his departure”*

**Agenda:**

1. Sandra Bryce:

Sandra described the last four weeks as one of the busiest with many more events occurring than usual. Some events were occurring that the VIC had no information on, e.g. a four day Bowling competition last week end and a four day pre Olympic skeet program this weekend. Accommodation has been booked out for the past four weeks and visitors have had to travel as far a field as Cooma for accommodation. The EO suggested speaking to Q/Age to add a Weekly Events listing to encourage event organisers to contact the VIC.

Sandra highlighted the need for extra staffing which the chair had been aware of.

The meeting resolved as a matter of urgency, that the EO prepare (in association with the Treasurer) recommendations to overcome the problem and call an inner executive meeting to finalise before presenting to the next Executive meeting. This could include the options of employing High School students or a traineeship.

ACTION: EO

2. **VIC Advertising:**

The EO identified that around \$48,000 was showing in the current budget for advertising. Over the last two weeks the EO has spoken to other VIC's and found that most had opted for local, cooperative and information networked advertising as the best ROI. The EO felt that two thirds of the advertising budget should be transferred to meeting staffing needs. The meeting resolved that the EO include this proposal in association with the staffing recommendations.

ACTION: EO

3. **Petition:**

The chair distributed a petition for signatures of businesses affected by the loss of 48 car parking spaces due to the development of the Queanbeyan Cultural Centre. The petition will be presented to the LIFT meeting on Monday 16 October by the President. The meeting suggested that a second stage petition be considered distributed to the wider community in the event that the business petition fails to be effective. The meeting also raised the question *“what happened to the previous petition on the car park”*? This question to be raised at the LIFT meeting on Monday night. The chair requested as many members as possible attend on Monday. The EO to collect signatures of Monaro,

Crawford and Lowe Street businesses on or before Monday 16 October.

ACTION: EO

#### **4. CBD LIFT Committee:**

The chair reported on the LIFT committee meeting held on 28 September (minutes were previously distributed to members). The chair encouraged as many members as possible to attend the LIFT meeting on Monday 16 October at 4pm in Council Chambers and that Col Maxwell and Nick Moufarrige represent the views of this committee at the meeting as follows:

- That recent indications that \$400k/\$500k may be available for a Queanbeyan business promotional fund, now be established.
- The QBC view is that a previously discussed rate levy of 2% on business properties is worthwhile pursuing without further delay. It was also noted property owners may require assistance with the concept to minimise the levy being passed on to the tenants.
- Question to be raised *“how are the Section 94 funds distributed”*?
- The meeting also wished to reinforce the decision of a recent meeting of the Culture Centre Construction Committee of investigating the option of using the Showground for overflow car parking.

#### **5. Bumper sticker:**

Bumper stickers and T-Shirt promotion:

As a follow up from the last meeting, the meeting decided that a separate meeting be held to discuss a broader promotional strategy to promote Queanbeyan, as some detail may emerge from the LIFT meeting.

**Formal meeting closed at 2.15pm**

