

**MINUTES OF PLOnQ INC MEETING
HELD ON THURSDAY 31 OCTOBER 2019**

NAME	BUSINESS	ATTENDANCE/APOLOGY
Soula Mantalvanos (Board Member) Theo Mantalvanos (Board Member)	Queenscliff Gallery & Workshop	Present
Trish Berry (Board Member)	Noble Rot	Present
Colleen Kenwood	Seaview Gallery	Present
Sally Denahy & Chris Denahy	Circa 1902	Present
Andrew Grigau (Board Member) Donnie Grigau (Board Member)	The Shelter Shed	Present
Zelda Walters (Secretary)		Present
James Murphy	Dive Centre	Apology
Bryce Ives	Works on State level cultural events	Apology
Warren Hobbs (Board Member)	?	Apology
Ross Ebbells	BOQ Councillor	Apology

SUBJECT	ITEM	DISCUSSION/ACTIONS
General	Welcome	Attendees welcomed. Attendees given a brief outline of PLOnQ, its role and that it expects to develop a positive and productive relationship with the BOQ Council. Zelda Walters offered and accepted as Secretary of the Group.
Housekeeping	Role of participants	To listen to peoples' ideas and also bring up ideas (and possible solutions) that could be put to Council. Offer assistance to Council in identifying possible grants and assisting in writing grant submissions. Members to visit businesses in PL & Q to talk about the Group and seek their support. <u>ACTION:</u> TB/ZW – Pt Lon; part Q; DG – The Harbour TM/SM – part Q
Current Ideas	Trees for Streetscape	Group has received Council approval for the installation of Pencil Pines in pots outside businesses in Hesse street. Two sized pots and pines – large and small. They will be installed up against buildings. Council will install pots and waive the \$110 permit fee. Costs of pots and trees will be known when quantities ascertained. Businesses to pay for their own pots and trees through the Group. There was discussion regarding other types of trees but general opinion was that pines offer more consistency, are low maintenance and are green all year round. They can be decorated for Christmas. It is vital that there is consistency with pines and geraniums along Hesse Street. <u>ACTION:</u> Jess (Yard 58) looking at costings for pots for larger pines and pots.
	Pavement Safety	Many locals and traders are concerned with pavement safety. The Group suggested photos be taken and sent to Vic Roads outlining these concerns. <u>ACTION:</u>

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		<p>A request be put to Vic Roads to have a designated pedestrian crossing installed where the current “no-crossing’ is situated.</p> <p><u>ACTION:</u></p>
	<p>Late Night Christmas Trading</p>	<p>Friday 13 and 20 December have been put forward and businesses have agreed to remain open until 7.30pm both nights. This closing time would encourage people to head to restaurants and cafes for meals.</p> <p>Group members to talk to local traders.</p> <p><u>ACTION:</u> TB/ZW – Pt Lon; part Q; DG – The Harbour TM/SM – part Q</p> <p>Council will promote the late night trading and businesses would be able to do their own advertising as well.</p> <p><u>ACTION:</u> SM to liaise with Council</p> <p>Colleen suggested having carol singers on the nights. Approach the local state schools (St A’s, PL and Q) to get them involved in the carolling. Tides of Welcome singing group to be contacted to see if they are interested in participating.</p> <p><u>ACTION:</u></p> <p>Staff at the Library are looking into staying open and hosting Christmas story readings for children. It is also looking into a fire truck for Santa.</p> <p><u>ACTION:</u> SM</p> <p>DG volunteered to go to the Harbour to ensure businesses will be involved in staying open on the nights and to approach the Ferry Service to promote the nights on their website and on the ferry service.</p> <p><u>ACTION:</u> DG</p> <p>Suggestion that a photographer wander around and take photos attendees could purchase.</p> <p><u>ACTION:</u> SM/Scott Andrews (Alchemist photography)</p> <p>Council to be approached regarding traders having tables outside their shops on these nights.</p> <p><u>ACTION:</u></p>
	<p>Street Christmas Decorations</p>	<p>Group is working with Council on Christmas decorations. Group proposing street flags. And decorations for pencil pines in future years.</p> <p>As pines too small this year, suggestion that fake greenery be used. (Cost: \$79.95 per sq mtr)</p> <p><u>ACTION:</u> SM</p>

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	<p>#VISITQPL Website</p>	<p>Website to be promoted. Steve Kritopoulos (associate of SM & TM) has set up the website and will maintain it. Currently it contains a VisitQPL tag feed on the Home Page that all registered businesses can use. It will contain a VisitQPL Today hash tag that links to a WHAT'S ON page.</p> <p><u>ACTION:</u> SK</p> <p>SM has set up various social media Cup Day graphics set. Different colours for different businesses to use. SM will continue to create social media referencing #VisitQPL to be created and shared from the following Dropbox: https://www.dropbox.com/sh/O5jvtiyw0jl55t7/AAB_6Jzy3Eqs1ANQ80TihOA?dl=0. Soula has also made a Facebook page that can be shared and used by everyone: http://www.facebook.com/visitqpl/</p> <p><u>ACTION:</u> SM</p> <p>SM has spoken to a number of businesses to encourage them to list on visitqpl.com.au – many have agreed and are working with Steve K (some completed). . Response from traders has been very positive. Businesses can share the website and ad sponsored posts onto the website themselves.</p> <p><u>ACTION:</u> SM</p> <p>It needs to be made clear in promotion of the PLOnQ group that it is not associated with Destination Queenscliff brand. Identification to be Visit Queenscliff/Point Lonsdale. Council to be asked to promote the website.</p> <p><u>ACTION:</u></p> <p>Look at a State Government Grant (regional development Vic) to promote the area with the ferry service.</p> <p><u>ACTION:</u></p> <p>Comment was made that while https://www.visitgeelongbellarine.com.au/ with local stories on the region is good, these reviews don't last. Money would be better spent promoting the Visit QPL website.</p>
<p>Other General Matters</p>	<p>Media Articles</p>	<p>An article on PLOnQ will be the lead story in the next issue of Rip Rumour. It will give a call out to businesses to join the Group. This should get more people on board.</p> <p>Carmel at Rib rumour to be asked if she would consider interviewing a trader for each issue – showcase the business — talking about what's on and get the traders perspectives over to residents to encourage them to shop local.</p>
	<p>Engagement with Council</p>	<p>There needs to be a designated person to look after promoting the Group and keep in regular contact with Carly Douglas the BOQ Community Engagement Officer.</p> <p>It was suggested that the Group meet with the new CEO and Council to identify and up a framework to ascertain what BOQ can and cannot do and what the Group/traders do/not do in regard to promoting Visit PLQ/PLOnQ</p> <p><u>ACTION:</u> SM/TM/TB?</p>

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		<p>Group to request a designated Council contact. Look to in the future of changing by-laws (for what??). And identify what business owners get for their rates. Refer to Council Annual Report and Vision Statement. (Ref: http://www.queenscliffe.vic.gov.au/council/publications-strategies-and-reports/annual-report)</p>
	Liaison with Council	<p>TB mentioned she and other traders had presented a list to Council last year with initiatives/issues to be looked at. So far nothing has happened. She has spoken to the new CEO who said he would follow this up.</p> <p>It is important that the Group gets the support of Councillors. Councillor Salter has said she has not received information sent by SM regarding building renders etc. Committee now needs to CC any information to every Councillor, as it appears memoranda are not being distributed to all Councillors. A conscious effort needs to be made to contact everyone.</p> <p><u>ACTION:</u> SM then ZW</p> <p>Suggestion made that as there is only a small group of traders in the Borough, a possible group email with every business listed could be given to Council. When a new business arrives (or is taken over) Council could send out a welcome email and let them know about PLOnQ. All traders would need to sign a form to accept hearing about initiatives (and having their contact details included on the list).</p> <p><u>ACTION:</u> SM to follow up?</p> <p>All submissions to Council should include reference to “solar” and “green”.</p>
	Prioritisation	<p>Question was raised on how Group prioritise what it does. Example was given of Myrtleford – brighter side – Shire website has information on projects currently on the go, completed and about to happen. It’s a good way for the street to know what’s happening. Liaison with Council required.</p> <p><u>ACTION:</u></p>
	Mainstreet Group	<p>TB said she is involved with a group called Mainstreet. Peter McNabb is President. TB suggested PLOnQ invite him down for a meeting. He works with small groups and strip traders and could assist to get PLOnQ up and running.</p> <p><u>ACTION:</u> TB</p>
	QCode	<p>SM mentioned that Warren Hobbs (a local) has worked with Councils, through his architecture business, making signage etc. He is developing a Q barcode with a “Q” steel template to be placed at various locations throughout the Borough. Visitors will be able to scan the barcode on their phones/iPads etc to learn about historical and business information (hours etc).</p> <p>Suggested it is called QCode of Queenscliff/Point Lonsdale. Funding to be sourced by a grant/Council and the ferry service to be asked to promote it to visitors on board before they arrive. It is a cost effective way of promoting the BOQ and the idea can be used as a motivator now until it is up and running.</p> <p><u>ACTION:</u> SM</p>
	Shop Lighting	<p>Suggestion that all shops leave some lights on overnight to show what’s on offer. This would give a more welcoming feel to the strips for visitors and promote businesses. An example is Barwon Heads.</p>

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	Identifying Group Vision	The Group needs to identify what it can do for residents (eg get Council to repair/improve footpaths). What can traders do to make the strips more inviting for residents to come in to eat/shop etc. Could restaurants/cafes rotate opening at nights to ensure visitors have somewhere to eat? At present this is not an option as it is too costly.
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SIGNED AS A CORRECT RECORD:

PRINT NAME:n

DATED: