

**MINUTES OF PLOnQ INC MEETING
HELD ON THURSDAY 19 DECEMBER 2019**

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

SUBJECT	ITEM	DISCUSSION/ACTIONS
Minutes		Minutes of the meeting of 21 November 2019 were approved, signed by Meeting Chair and to be uploaded to the website. <u>ACTION:</u> TB/SM
Current Ideas	Trees for Streetscape	Ordered trees to arrive in the morning (22 nd December). Only large were available – smaller ones may come later. Chris Wilmott of Ripview Landscapes has offered his services to pot up and place the trees outside businesses. Pardeys Pharmacy has put lemon trees outside its shop. Two smaller pines previously located Room 2 and now outside the Library will now stay there. (Council has paid for these)
	Christmas Ivy garland decorations	Council has paid for 1m x 1m of ivy some used outside Room 2 and the remainder at Library as well as the two pines.
	Meeting with Council re Late Night Christmas Trading	TB met with Mayor and CEO, Martin Gill, re a range of issues including the importance of maintaining a Borough-wide focus and promotion of events such as the late night shopping, particularly noting that the recent Council message in local magazines and papers " <i>Mayor's Message</i> " stated events were only being held in Hesse Street. The Harbour or Point Lonsdale were not included. A broad range of other Council and business related items were also discussed at the meeting. TB also suggested a Council Officer come to the PLOnQ meetings to ensure consistency and communication between the Group and Council.
	Outcomes from Late Night Christmas Trading	A good number of businesses in Point Lonsdale and Queenscliff stayed open for the first night's trading. While night was somewhat quiet, traders felt it was worthwhile staying open. Queenscliff: Circa 1902 was extremely busy; Vue Grand appeared very busy; Shelter Shed. Point Lonsdale: Noble Rot was very busy; RT Edgar, La Petterie, Water Mark Newsagency were all open. Carol singers wandered up and down shopping strip, which added appeal to the night.

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		<p>Information sent to Geelong radio stations but this needs to be done much earlier for 2020.</p> <p>Santa arrived in Queenscliff on a red tractor. Children were coming and going at the Library seeing Santa. Photos put up on VisitQPL website along with flyer promoting the late night trading.</p> <p>No extra late night shopping activity was reported from The Harbour.</p> <p>It was noted that the poster developed independently of the agreed promotional one had been distributed across the Borough and that this only promoted Santa coming to the Queenscliff Library. The Committee was disappointed there had been no liaison with PLOnQ re this despite Council having paid for all the promotional posters promoting the whole Borough. Discussion again emphasised the importance of maintaining consistency with agreed PLOnQ/Council artwork and with the group efforts.</p> <p><u>ACTION:</u> RE to follow up.</p>
	<p>2020: Requirements and Wish List</p>	<p>Requirements:</p> <ul style="list-style-type: none"> - budget, more advertising and promotion, Website management tutorials - community grant applications, sponsorship - targeting a range of media outlets - Melbourne and local media What's On sections. <p><u>ACTION:</u> SM/TB/ZW/RE</p> <p>Wish List:</p> <p>Reduced red tape and more integrated, less costly compliance permit requirements imposed on business in 2020 et in relation to:</p> <ul style="list-style-type: none"> - Buskers - Outdoor furniture - Signage - <p><u>ACTION:</u> For ongoing discussion</p>
	<p>Follow-Up</p>	<p>TB had written to the Minister/Local Member, Lisa Neville, requesting information and clarification about the distribution and use of funding committed to traders in August 2018. Minister Neville has subsequently asked Minister Jacqueline Sykes for a formal Ministerial response. From the traders perspective, the issue is very confusing and needs clarification</p> <p>RE has written to Jacqueline Sykes and invited her down to talk to Council and spend the day in the BOQ.</p> <p><u>ACTION:</u> TB to keep the group informed of developments. RE to follow up with Minister Sykes visit.</p>

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<p>Other General Matters</p>	<p>Visitor Information/ Brochures/ Ferry Service</p>	<p>Discussion ensued regarding the lack of information brochures for the Borough. RE has put a request for funding into the Council budget and has had discussions regarding the look and feel of the brochure.</p> <p><u>ACTION:</u> RE to follow up with Council.</p> <p>The Group felt there was an important need for brochures to be produced that promote the area and businesses. It was suggested that every store could have brochures and put them into visitors' shopping bags. Need costings for printing brochures. Give this to Council/RE.</p> <p>SM provided information about previously presenting a brochure she had put to Council. Council had concerns about the information remaining current given the frequent and high number of business turnovers in the Borough.</p> <ul style="list-style-type: none"> - RE asked to check if there would be funds in the Council's promotional budget for brochures. - SM to cost with Impact Digital. - Size: SM sample - A3 double fold flyer. - Brochure to include a map (very important). - Print several thousand for summer. - Cost small DL flyer and larger size (as above). <p><u>Brochure:</u> Reverse side to include what's on in winter. It was felt there's a need to promote the area independently as well as with Geelong. Need to get a list of all local businesses relevant to this and set up a database. Businesses to contribute to cost and pay a little more if they want an image as part of their information.</p> <p>Theme of brochure: <i>Welcome to Queenscliff/Point Lonsdale- The Food and Wine destination of the Bellarine.</i></p> <p><u>ACTION:</u> SM / RE.</p> <p><u>Ferry Service:</u></p> <ul style="list-style-type: none"> - currently traders have to pay to put brochures on-board. RE to follow up with Philip and Shannon - Ferry looking to put information service volunteers on vessels. - RE has met with Ferry Service to discuss plans for the future. If information centre volunteers are put on the ferries there needs to be a roster implemented. - f/u with Vic Tourism representative, Shannon (BOQ) and have discussions with Mornington Shire/Sorrento councillors to work out possible shared funding arrangements. <p>RE is meeting with Mornington Council to see how BOQ can work with them on this and other matters.</p> <p>Currently Queenscliff Information Centre won't put any businesses flyers in the Centre unless the business is a member of TGB. How can this matter be progressed.?</p> <p><u>ACTION:</u></p> <ul style="list-style-type: none"> - RE to talk to Ferry Service - PLOnQ will involve the Information Centre in regard to brochures.
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		<p>DG commented that currently a good 90% of ferry passengers don't stop in the Borough. They are on a mission to get somewhere or are taken out by bus to other destinations. Suggestion made that the area have signs on roads to show ferry timetables which should entice people to stop and have a look around. Also entrances to township need to be more visually attractive. Signage on Sorrento side of ferry to say "<i>Come and VisitQPL</i>". SM has offered to photograph and render signage.</p>
	<p>Engagement with and Support From Council for PLOnQ</p>	<p>BI has worked on a number of commercial strategies for cultural change. He has given SM a list of all of the proposals he's written. Group to look at these for down the track and pass on to RE for Council 's information. A meeting to be organised for Group to discuss this with Council.</p> <p><u>ACTION:</u> SM/RE</p> <p>A proposal/strategic plan needs to be put together for what's needed and things that will give most impact. Also should state who can be approached for funding eg, TGB,Regional Vic, QMF, etc.</p> <p><u>ACTION:</u> RE to provide list of grants that can be targeted. RE looking to install a grants officer. TB to draft strategic plan.**</p> <p>Suggestions raised: flags promoting the area; list of things wanted that grants could be applied for; list for when grants pre-approved and order of priority. A proposal to be put to Council for this and request in-principle support if funding becomes available.</p> <p><u>Action:</u> Follow up at next meeting.</p> <p>Social Media Strategy to go through next Council meeting. Info to be sent to Connor (Community Engagement Officer). Council to be put on Group Media Releases and vice versa. Look to have promotions in Borough every Friday night – different item each week.</p>

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	<p>Promotion of the Area in Melbourne and in the Region</p>	<p>Brett Ince and Tracy Carter of Tourism Geelong - making a new template for businesses. Local traders have concerns about becoming members. Overlying issue is Geelong toolkits for every area. SM stressed importance of VisitQPL identity. TB to meet with Brett on focus groups. Tourism Geelong needs to be more accommodating of local businesses. Currently businesses must join TG or Information Centres won't promote them.</p> <p>SM suggested an acquisitive sculpture prize. Draw on local businesses, patrons, and organisations to fund the prize money that sees the accumulation of a sculpture collection.</p> <p><u>ACTION:</u> TB to draft strategic plan**.</p> <p>WH suggested starting tourist information for our own area. Put an information brochure in every business in the area. Get all traders together and get message of what's open and when and how many sites/businesses need to be promoted.</p> <p><u>ACTION:</u> TB/ZW to visit businesses in February to update information to go onto new brochure.</p>
	<p>Other Items to be held over until next meeting</p>	<ul style="list-style-type: none"> - Pavement Safety - Identifying Group Vision
	<p>Next Meeting</p>	<p>Thursday 16 January 2020.</p>

SIGNED AS A CORRECT RECORD:

PRINT NAME:

DATED:16 January 2020...