

**MINUTES OF PLOnQ INC MEETING  
HELD ON THURSDAY 16 JANUARY 2020**

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

SUBJECT	ITEM	DISCUSSION/ACTIONS
<b>Minutes</b>		Minutes of the meeting of 19 December 2019 were approved, signed by Meeting Chair. To be uploaded to the website.  <b><u>ACTION:</u></b> TM/SM
<b>Outcomes</b>	Christmas - trees and garlands	A number of retailers put up the decorations and general consensus from visitors was that the streets looked good.
<b>Strategic plan</b>	Christmas late night trading	TB reported late night trading was well received in Point Lonsdale. 13 December was good but 20 December was slow because it was extremely hot.  Lots of children came to see Santa. The Harbour was quiet on both nights.  Planning for 2020 Christmas needs to start now so all traders have time to come on board. Also media coverage needs to start earlier. Need to look at ways to get message across to a wider audience. Consultation with Tourism Greater Geelong and the Bellarine (TGGB), media and also Council. Needs to have more of a sense of vibrancy in the area.  Suggestions: - Possible openings to piggyback onto Christmas twilight market and other events (discuss with Brett of TGG) - Liaison with Council regarding street stalls/tables/buskers - face painting - street theatre - choirs/carollers/contact ukulele group  <b><u>ACTION:</u></b> For discussion at a briefing with Council (10am Thursday 30 Jan) and report back to next meeting.
<b>On-going Matters</b>	Promotion of Borough	There was general discussion that there needs to be a more consultative, cohesive and unified approach events held across the Borough. Currently all events are fragmented and operate independently of each other, eg, QMF, Low Light Festival, Hot Rods.  While organisers are very proud of their own events, an overall umbrella approach to map out events over the year as well as publicise them, is required.

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		<p>There is a need for an independent body to undertake this.</p> <p>Brett stated the importance of obtaining the numbers of people attending each event to get an idea of targets. Need to leverage off these events. He mentioned TGG would be happy to assist.</p> <p>It is important that events have unified compliance and for compliance rules to be set out for events to adhere to and take into account. This will help bring a more unified approach to events. This needs more input and discussion.</p> <p><b><u>ACTION:</u></b> to be discussed at next meeting</p> <p>Suggestions for events:</p> <ul style="list-style-type: none"> <li>- Brett to look at the whole year and types of events. Look at events that have impact – eg possible <i>Streets Eats</i> event (scallop festival – Aug-Sept)</li> <li>- Organise between Council and groups. Should be events that will benefit businesses, engage the community and attract visitors.</li> <li>- Need to find uniqueness/speciality of the town that sets it apart from other places.</li> <li>- Need to revise concept and tap into what we have here, eg, possible local food themed functions.</li> </ul>
	Report: Progress on engagement with and support from Council for PLOnQ	<p>It was felt that having a committed Council Officer attend PLOnQ meetings (as an observer) would strengthen connections between the group and Council.</p> <p><b><u>ACTION:</u></b> TB to draft up a letter and follow up with CEO</p> <p><b><u>NOTE:</u></b> Other matters relating to Council engagement were deferred to the next meeting as RE not in attendance.</p>
	Proposal to Council for in-principle support for funding and other possible funding	<p>The Group needs to make a list of projects and write a formal proposal to be given to Council. CK to visit traders to discuss and note suggestions in regard to the proposal and ask should anything else be included. Group to have a 'Think Tank' session, divide up areas and Committee visit allocated traders.</p> <p><b><u>ACTION:</u></b> SM/TB/WI/Committee</p>
	Possible visit by Minister	<p>TB has written again, but still hasn't had a reply from Minister Sykes office. She will write again.</p> <p><b><u>ACTION:</u></b> TB/RE</p>
	2020: Requirements and Wish List	<p>Attendees asked to send ideas for the Wish List to ZW.</p> <p><b><u>ACTION:</u></b> Group//ZW</p> <p>Wish List possibilities:</p> <ul style="list-style-type: none"> <li>- McHarrys to be approached about the potential of offering rides into townships. Example given of Barwon Heads to Ocean Grove community bus which runs from Boxing Day to Australia Day. Coastal Committee runs it every hour on the hour. Free service.</li> <li>- Bikes - at both ferry terminals.</li> </ul> <p><b><u>ACTION:</u></b> For ongoing discussion</p>
	Brochures and AV guide	Defer to next meeting.

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	Identifying Group Vision	<p><b>Branding:</b> Vision Statement is on the PLOnQ website. ZW asked if wording could be simplified and more 'user friendly' for locals. SM stated Statement is worded with organisations in mind, ie: to attract funding and that PLOnQ's website content elaborates for the consumer It was suggested a more detailed paragraph be written underneath the Statement to explain the Group's vision further. Possibly use dot points.</p> <p><b>Action:</b> SM</p>
	Promotion of the Area	<p><b>a) Strategic Plan:</b> TM/SM/RE and BI (Bryce) met to discuss possible strategic proposal options. Also discussed how the Council can be involved and what would be required to undertake the project. Examples of successfully executed strategies were provided by BI via email to RE and Andrew Orvis (QMF). Andrew Orvis was also invited to attend the Strategic Plan Meeting.</p> <p><b>ACTION:</b> SM/TM/BI/RE</p> <p><b>b) Meeting with Tourism Geelong re focus groups:</b> <b>ACTION:</b> Deferred to next meeting</p> <p><b>c) Sculpture Prize:</b> <b>ACTION:</b> Refine ideas in Think Tank.</p> <p><b>d) Flags:</b> There is very little to obviously welcome anyone into the area. Not enough signage on roads or at roundabouts to attract visitors to stop. Need flags to brand the area and promote each time of year and events. Suggested each event in Borough could have its own (reusable) flag publicising event. Brett Ince (GT) stated Geelong has flags in key locations and these change with events. Flags and promotional information are situated in critical mass areas (eg roundabouts/main streets/light posts), resulting in good visual impacts. City of Greater Geelong has decals (eg Merry Christmas) on chairs etc. To be worked on by the Group. Group to put questions to monthly Council Meetings for possible funding. Strategy required to be put together.</p> <p><b>ACTION:</b> Group to work on strategy. RE to be asked to follow up.</p> <p><b>Signage:</b> TB stated Council reviewed directional signage and tourism signage in 2015/16. Council priority project was to have greater uniformity. Some work done. Need to go back to Council to see what's happening with this. Discussion felt that current signage throughout the Borough could: - Be far more informative about the area and immediate surrounds, eg: two villages, Home of the ..... Festival/s, two distinct villages. - Have more indigenous area information included. - Give greater continuity through directional signage and flag systems.. SM showed examples to the meeting that she has produced. - TB suggested Group might need a marketing person to help with branding of the area.</p> <p><b>Suggestions:</b> - Further to the above signage suggestions, we also need to identify area as a Borough of unique appeal inclusive of: - Two towns - Four lighthouses - Town pride - using (as many businesses do) logos/symbols to promote</p>

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		<p>and reinforce the Borough identity eg: flags, icons on bins and footpaths.</p> <p>It is hoped that Council will see this initiative as a high priority.</p> <p><b><u>ACTION:</u></b> TB/SM/ZW. For discussion at next meeting.</p> <p>Meeting was shown Country Style magazine article on Barwon Heads. Article showcases and promotes the area. This would have been a paid advertorial article.</p>
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<b>Other General Matters</b>	Pavement Safety	<p>This needs to be looked at by Council. It is both a Council and Vic Roads issue. It was felt that nothing would be done until next election ie, roads, rates will be dealt with then by Council. Concerns were expressed that at present this would not be a Council priority.</p> <p><b><u>ACTION:</u></b> Keep on the Agenda for further discussion.</p>
	Upcoming Advertising Supplement	<p>DG tabled information on an up-coming Herald-Sun supplement (June 2020) called <i>ROAM – the Ultimate Guide to Geelong and Beyond</i>. It is on the Bellarine and showcases one of each type of local business. The reach of this supplement is huge – all Victoria. The Geelong Addie is also running the supplement.</p> <p>Suggestion that the VisitQPL website could be included along with a feature on QPL. Cost for one page is around \$5000, which could be shared by businesses interested in participating (eg \$200 each). Need to get businesses on board.</p> <p>CK suggested possible Coastal Living magazine advertorial. Need to have Borough included in What's on Section. This type of advertising needs to be planned.</p> <p>TGGB to work to promote whole area.</p> <p>An advertising plan Across the Borough could be provided to GT which may be able to help push messages across. GT will help include stories and co-ordinate efforts with media. Brett to speak to Narelle and then follow up to see what can be done to help the Group.</p> <p>One of the strategies – PR strategy focusing on bringing journalists down to visit the area and improve messages in media. SM suggested the area needs boutique advertising and not just 'tourist' promotion. Discussion needed on how Group TG and PLOnQ can work together on promotions.</p>
	Council Surveys	<p>Council is once again undertaking research on what locals and traders want for the area. This consultation has been previously done and external consultants had been in attendance at those meetings. Concerns were expressed that so far nothing has been done or come out of those meetings. The question was therefore raised as to why is this being done again and at what cost.</p> <p>There is also another survey being done regarding The Hub. This too has already been surveyed with traders and locals.</p> <p><b><u>ACTION:</u></b> CK to contact the Council for find out the outcome of the earlier Place Score survey and to ask what the Council plans are regarding fire readiness etc.</p>
	PLonQ contact re	SM & TB to meet with Shannon at the Council to discuss outcomes of the Christmas Late Night Trading.

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	Council Matters	Council to be advised that TB is now their contact person on PLOnQ matters. She will follow up Council CEO about an observer coming to the Group's meetings.  <b>ACTION:</b> TB & SM
	Next Meeting	Thursday 20 February 2020.

SIGNED AS A CORRECT RECORD: ... ..

PRINT NAME: .....

DATED: .....20 February 2020...