

**MINUTES OF PLOnQ INC MEETING
HELD ON THURSDAY 20 FEBRUARY 2020**

NAME	BUSINESS	ATTENDANCE/APOLOGY
Soula Mantalvanos (President)	Queenscliff Gallery & Workshop	Present
Trish Berry (Vice President)	Noble Rot	Present
Theo Mantalvanos (Treasurer)	Queenscliff Gallery & Workshop	Present
Zelda Walters (Secretary)		Present
Andrew Grigau (Committee Member)	The Shelter Shed	Present
Donnie Grigau (Committee Member)	The Shelter Shed	Present
Sally Denahy (Committee Member)	Circa 1902	Present
Chris Dinneen (CDD) (Committee Member)	Circa 1902	Present
Colleen Kenwood (Committee Member)	Seaview Gallery	Apology
Bryce Ives (Committee Member)	Works on State level cultural events	Apology
Warren Hobbs (Committee Member)		Apology
IN ATTENDANCE		
Ross Ebbells	BOQ Councillor	Present
Martin Gill	BOQ CEO	Apology
Di Nelson	Tourism Greater Geelong & the Bellarine	In attendance
Shannon Di Lisio	BOQ	In attendance
Carly Douglas	BOQ	In attendance

SUBJECT	ITEM	DISCUSSION/ACTIONS
Acknowledgement of Country		Chair, Trish Berry, welcomed everyone to the meeting and gave acknowledgement to the Wadawurrung people as the Traditional Owners of the land.
Minutes		Minutes of the meeting of 16 January 2020 were approved, signed by Meeting Chair. To be uploaded to the website. ACTION: TM/SM
Correspondence		Email correspondence received (and replies) was noted by attendees : <ul style="list-style-type: none"> - Jackie Fletcher BOQ re CEO attendance at meetings - Diana Sawyer, Queenscliffe Historical Museum re updates on QR Code and the new Hub projects - Jenny Darling, Point Lonsdale resident re Rip Rumour article. <p>CD asked and discussion ensued on how PLOnQ lets people about the Group so people aren't misinformed about what the Group does.</p> <p>SM stated people can be kept up to date through the News Bulletin on the website.</p>
Adoption of Model Rules		TB advised that as PLOnQ is an incorporated association it is required to have, and to comply with, a rules structure. PLOnQ has adopted the Consumer Affairs Victoria Association Incorporation Reform Act 2012 – Model Rules for an Incorporated Association for this purpose.
Confirmation of Committee		A requirement of the Model Rules is that “ <i>the business of the Association must be managed by or under the direction of a Committee.</i> ” The PLOnQ Committee was confirmed as

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		<p>Office Bearers:</p> <ul style="list-style-type: none"> - President: Soula Mantalvanos - Vice President: Trish Berry - Secretary: Zelda Walters - Treasurer: Theo Mantalvanos - Ordinary Members: Andrew Grigau, Donnie Grigau, Sally Denahy, Chris Dinneen, Warren Hobbs, Colleen Kenwood. <p>It was further confirmed that:</p> <ul style="list-style-type: none"> • To ensure openness and transparency and avoid any risk of perceived conflict of interest • There will always be a requirement for at least two signatories for any financial transactions • These two signatories to be the Treasurer and one other Committee Member other than the President (as the roles are currently assigned).
<p>Updates</p>	<p>Christmas late night trading</p>	<p>Some members of PLOnQ had met with D to review these events. A list of some of the suggestions from this meeting is attached. NOTE: (see Attachment 1).</p> <p>Members also felt more promotion was required for the Late Night Trading.</p> <p>SdL (BOQ) said PLOnQ needed to identify its target market – eg, if one target market was working people returning from work, then there was a need to engage with businesses that are open later to accommodate this.</p> <p>Feedback was that between 5pm-7pm there was a small crowd of people taking advantage of food and drinks in the area. Also a number of people heading to dinner dropped into shops on their way.</p> <p>Restaurants benefitted from the late night trading. It was suggested that the late night shopping possibly team up with the Twilight Market. The aim being to possibly run more nights, with the two groups working together to achieve this. Mention was made of Ocean Grove’s successful trading nights.</p> <p>SD stated there was a need to change the culture of the ‘two towns’ culture of Point Lonsdale and Queenscliff. Locals need to change their thinking of the towns being separate entities. Committee agreed this is a high priority.</p> <p>PLOnQ to meet with Ocean Grove (OG) and possibly Barwon Heads (BH) trader groups to discuss implementation and get feedback on their evenings.</p> <p>It was felt planning for the late night trading should commence mid July.</p> <p>NOTE: (see also Appended Email)</p> <p>ACTION:</p> <ul style="list-style-type: none"> - SM and SdL to discuss further promotion/advertising of the nights. - Follow up OG an BH on their nights - Keep on Agenda for further follow up.
	<p>Council Observer at PLOnQ meetings</p>	<p>TB welcomed the Council and Tourism Geelong representatives to the meeting.</p>
<p>Projects Review and Update</p>	<p>Advertising</p>	<p>Currently Group looking at advertising, which will be for all Borough businesses to be included in.</p>

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		<p>Examples of lift outs – Herald Sun (HS) – <i>ROAM</i> - and <i>LIFE</i> magazine were discussed. A copy of <i>ROAM</i> was given to Council.</p> <p>DG talked about the upcoming Herald Sun June Lift Out, which will be in the HS on Friday 26 June. It will feature a pull-out magazine about the Geelong/Bellarine area.</p> <p>Businesses could go it alone or, if the Group took out advertising, the cost for each contributing business would be approximately \$200. It was hoped that Council could give support to this initiative.</p> <p>TB showed the example of the Macedon Ranges <i>Life</i> magazine. The magazine targets specific regions. It was felt this could be a very positive option for the Group to look at.</p> <p><u>ACTION:</u> TB to discuss with the Victorian Information Centre</p>
	Information Brochure	<p>The Group was keen to talk to Council regarding possible funding for an information brochure.</p> <p>Ideally brochures to be available in every store in the Borough and in accessible community/visitor outlets. Businesses that contribute towards the cost of the brochure could have a photo included. Importantly, businesses that rely on tourism in the Borough should be included in the brochure.</p> <p>CK to visit traders to discuss and note suggestions in regard to the proposal and ask should anything else be included.</p> <p><u>ACTION:</u> CK to follow up traders.</p>
	Ferry Service And Liaison with Tourism Geelong	<p>RE stated the Council had signed a partnership with the Sorrento/Queenscliff ferry service. This would include showcasing the area, a DL flyer and information bags (for a campaign targeted to foot passengers). Council (Carly) has sent an email out to businesses asking if they wish to be involved. Suggestions from Council for participating businesses include the provision of incentives for visitors such as discount/value added vouchers eg: for heritage walk, eating, shopping, spend so much and get a discount.</p> <p>Passengers who pre-purchase packages on the ferry will receive an information bag. This promotion targets visitors as they travel over to Queenscliff.</p> <p>TB said it would be beneficial if this initiative could be advertised on the Sorrento side of the ferry service and target the database of Sorrento customers.</p> <p>CDD stated it was extremely important the ferry service display Borough brochures as it transports around 400,000 people each year.</p> <p>RE mentioned the Information Centre (IC) could now accept and distribute brochures to all businesses in the Borough. Businesses need to request the IC display their brochure.</p> <p>SdL (Tourism Geelong) stated things had changed on how information is used. TG would be unlikely to fund an all-encompassing brochure with a regional perspective. At present the system is user pays. DN (TGGB) stated the cost of membership of TG goes towards production of the regions</p>

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		<p>100,000 print run brochure. This brochure is distributed, for example, to all accredited centres in regional Victoria, airports and accommodation in Victoria.</p> <p>Discussion ensued regarding the need for a brochure specifically for the Borough, which highlights what's on/available in the area.</p> <p>A question on how information centres have been affected/bypassed over the past five to ten years was raised. SdL and DN stated that enquiries and print runs have not changed markedly over the period. Visitor numbers at information centres have increased by approximately 30% as visitors tended to like face-to-face interaction. The strategy for Visitor information Centres has changed – services were being moved to where people are, including more mobile centres, eg: at Avalon Airport.</p>
	Borough "What's On" guide	<p>Council currently producing a What's On guide for the Borough. It will cover events for three months at a time. SdL stated BOQ was currently waiting for the Tourism Geelong (TG) logo.</p>
	Visitor Bus Service	<p>SD said feedback from customers was that they would come and shop more in the area if they could be picked up at the ferry rather than having to walk up the hill to the centre of Queenscliff.</p> <p>It was noted that the ferry service has its own bus/tour company. However this is generally used to transport ferry travellers to out of town locations. It was not clear which side of the bay the bus operates – to be followed up.</p> <p>The Group was pleased Council was negotiating a package with the ferry service. but every traveller needs to have accessibility to the possible bus service – “you can come by ferry – don't bring your car – you'll be taken care of you!”. This concept needs to be addressed for the future of travellers and the townships.</p> <p>It was suggested Council trial a hop on/hop off bus service from the ferry to Q & PL townships during the Literary Festival. C1902 offered their eight-seater bus but a driver would be required.</p> <p>ACTION:</p> <ul style="list-style-type: none"> - Small working party formed to follow up on this issue. Members: DG, nD, SD, TB. - Contact Fergos Bongos Portarlington to see if they would be interested in joining for functions/weekend events. - Look at options to see if there is an applicable grant. <p>Working party to report back to next meeting.</p>
PLonQ Projects	Summary and Priority Listing	<p>SM/TB/DG/ZW had met to prioritise Group projects. A list of the projects was given to the meeting.</p> <p>TB took attendees through items on the list and discussed the need for prioritisation of items.</p>
	Promotion of Borough	<p>a) <i>Calendar of Events</i></p> <p>PLonQ putting together an events calendar.</p> <p>SdL (BOQ) requested groups/businesses that have events coming up to let Council know in advance so events can be added to the Calendar.</p>

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		<p>Need to obtain information on Melbourne events that BOQ could be part of - possibility to accommodate functions etc in area. A long lead-time would be required for this.</p> <p>ACTION: Keep on Agenda for further follow up.</p> <p>b) <i>Summer Advertising Campaign</i></p> <p>Need to work on an advertising campaign for next summer immediately so the Borough isn't forgotten. Campaigns are sure to be focused on steering holidaymakers to bushfire areas and not to Queenscliff/Point Lonsdale.</p> <p>ACTION: TBA</p>
	Report: Progress on engagement with and support from Council for PLOnQ	<p>It was pleasing to note that Council has given in principle support for PLOnQ.</p> <p>Minutes of PLOnQ meetings highlight things that the Group are working on with Council.</p>
	Proposal to Council for in-principle support for funding and other possible funding	<p>PLOnQ had written to Council requesting information about grant opportunities (copy of correspondence attached).</p> <p>RE provided a list of websites containing information about these grant options and pathways.</p> <p>The Group to make a list of projects and write a formal proposal to be given to Council.</p> <p>Group still to have a 'Think Tank' session, divide up areas and Committee visit allocated traders.</p> <p>ACTION: PLOnQ Committee to:</p> <ul style="list-style-type: none"> - Review the list provided - Review the current list of projects to determine grant application opportunities - Group still to have a "Think Tank" session, divide up areas for potential applications and assign application work. <p>On-going - SM/TB/WI/Committee</p>
	Possible visit by Minister	<p>RE reported he is still waiting to hear back from the Minister.</p> <p>ACTION: RE to give update at next meeting</p>
	AV guide	<p>SdL (BOQ) said she had spoken to Warren Hobbs on progress. Images were being chased up from the museum and from businesses. Information was currently being digitised.</p> <p>Council was working towards a trial/mini launch.</p> <p>The location of where brass plaques will be positioned was still to be finalised – still some red tape to go through.</p>
	Identifying Group Vision	<p>Brief additional explanatory information is being drafted as sub text to the Group's mission. This is a work in progress</p> <p>ACTION: SM to provide an update at the next meeting.</p>

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	Promotion of the Area	<p>a) Flags: Council requested to keep poles up on Queenscliff main street and selected sites in Point Lonsdale. TB liaising with Council on flag pole locations.</p> <p>ACTION: TB & SM to report on liaison and correspondence with Council.</p>
Other General Matters	RV Dump Point	<p>RE reported Council is installing a "Dump Point" for RV vans. It will be situated near the toilet block in Princess Park. Signage for this will be erected and it will be extensively promoted. There will also be a map showing how far camping areas are from the site and the information centre. This will be the first of three Dump Points to eventually be installed in the area.</p>
	Council Surveys	<p>It was reported the Hub Survey was now up on the Council website.</p> <p>ACTION: CK to report at next meeting on her contact with Council regarding the outcome of the earlier Place Score survey and what the Council plans are regarding fire readiness etc.</p>
	Meeting Chairpersons	<p>It was agreed that the role of Chairperson would rotate for each future PLOnQ meeting. Suggested (alphabetically) as follows:</p> <p>March Sally Denahy</p> <p>April Chris Dinneen</p> <p>May Andrew Grigau</p> <p>June Donnie Grigau</p> <p>July Warren Hobbs</p> <p>August Colleen Kenwood</p> <p>September Soula Mantalvanos</p> <p>October Theo Mantalvanos</p>
	Next Meeting	Thursday 19 March 2020.

SIGNED AS A CORRECT RECORD:

PRINT NAME:

DATED:19 March 2020...