

**MINUTES OF PLOnQ INC MEETING
HELD ON THURSDAY 16 APRIL 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	Apology
Martin Gill	BOQ CEO	Present
Tracey Carter	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, Theo Mantalvanos, welcomed everyone to the Zoom meeting and gave acknowledgement to the Wadawurrung people as the Traditional Owners of the land.
Minutes		Minutes of the meeting of 20 February 2020 had been previously approved by consensus and posted on the PLOnQ website. <u>ACTION:</u> TB/SM
Meeting Format		PLonQ is endeavouring to continue with the agreed meeting schedule during the current restrictions however it was noted that this meeting, while highlighting initiatives for PLOnQ in

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		moving forward, was also a catch up to see how everyone was faring through the Covid-19 crisis.
PLonQ Membership Form		An update was provided on the Membership Form which was now online for people to join PLOnQ.
Covid 19 - Current Situation for Businesses		<p>Traders gave a brief rundown on their situations. In many cases changes to business models were not a viable or cost-effective proposition. Key points covered in the discussion - where changes were possible were:</p> <ul style="list-style-type: none"> • Noting that business was down in the area. • Modified their operations and instigated initiatives such as take-home wine and meals, books/ retail product deliveries. • Some are using the time to update their premises and prepare for when restrictions are lifted. • The observation there was a lot more foot traffic in Point Lonsdale than in Queenscliff. • Current financial challenges include that some of the businesses did not qualify for the Federal Government's JobKeeper payments, and many were trying to keep staff on the payroll • That a lot of Melbourne people were coming down on weekends and supporting some of the businesses. • Clarification was being sought around the level of Council support and also a desire by traders to see greater consistency and uniformity in the level of support (an example was given where it was felt that Council initiatives were only focussed on the main area of Hesse Street, and that Council's social distancing signage and open for business signage was not distributed to the area encompassing four of the food businesses in Hesse Street (North of Hobson Street) • It was felt by traders that Council needed to offer all shops in the Borough consistent signage as well as help with getting hand sanitiser, gloves (where applicable) etc. <p>From the Borough perspective it was noted that:</p> <ul style="list-style-type: none"> • This is a complex area where the roles and responsibilities between the different tiers of government are quite prescribed but in practice can overlap. <p>ACTION: MB (BOQ) to take on notice and look into. CD (BOQ) to chase up instructional signage with health area of BOQ.</p>
	Decals	Discussion on possible Council support of floor decals for

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		<p>Borough. Decals could have BOQ logo on them. This could be a way to unify area and have uniform signage.</p> <p>ACTION: SM to follow up</p>
Other Initiatives	Tourism Greater Geelong and Bellarine	<p>TC reported that TGGB:</p> <ul style="list-style-type: none"> • Was currently working to promote businesses in the region • Had waived membership fees for nine months and current quarter fees were being refunded. • There were weekly blogs highlighting different businesses. • Was also helping to connect services with local people and planning on how to recover when Covid-19 was over. • There was a resource centre for tourism sources and government, which was being put into easy to navigate services. <p>ACTION: All businesses and TGGB to continue to exchange information regarding promotional material and activities.</p>
	Transport Collective And Advertising	<p>Chris Dinneen (CDD) from <i>The Transport Working Group (TWG)</i> reported that:</p> <ul style="list-style-type: none"> • He had followed up with local venues (that currently provide some form of transport for patrons) regarding their interest in participating in a transport collective • In principle support was given by those contacted • All contacted raised issues around the level of funding and support participating businesses would receive • Any new approaches would need to be different from previous attempts and models which have not been sustained for any lengthy periods of time. • A number of businesses (eg, Searoad Ferries) were yet to be followed up. <p>Broader discussion on progressing this initiative then focussed on the following:</p> <ul style="list-style-type: none"> • Potential ferry service involvement (estimated 40,000 – 50,000 foot passengers annually) was felt to be fundamental to the arrangement working. • The possibility of a delegation from Council, TGGB and PLOnQ to meet with Searoad Ferries to discuss its support of the project. • Whether there was scope for council to support a proposal for PLOnQ to progress this work. • The potential for TGGB targeted marketing of packages on the Sorrento side - this would need to be informed by information from local traders on what

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		<p>and where things were available, eg, eating, attractions, weekend offerings.</p> <ul style="list-style-type: none"> • These packages could be promoted as a ‘leave the car and visit on foot’ experience. • The need for transport from the ferry to Point Lonsdale as part of these packages was raised. • Important that any such strategy be complementary and additional to the existing winery packages currently on offer. • Targeted campaigns inclusive of the western side of the Bay areas eg, Ballarat well as Melbourne) were also suggested noting that was an important existing pocket of support for QPL area. • Agreement that targeting needed to be area and market specific. • Concern was raised at the loss of the local newspapers, which would have been a good way of promoting the initiatives. • The option of the provision of electric charging stations where vehicles could be left to charge while visitors walked around Q/PL was raised. • MG (BOQ) said firstly, types and locations for electric charging stations (cluster areas that attract vehicles eg, toilet blocks) would need to be investigated; and further stated that <ul style="list-style-type: none"> - The Climate Emergency Plan would have this included in it. Council was also looking to move its vehicle fleet over to hybrid. • It was noted that a green energy local bus would also be a good way to promote the area. <p>ACTION: The TWG to continue discussions with businesses that provide transport (post lifting of the restrictions to allow trading). TC to look at marketing opportunities. TB and CDD to follow up with TGGB; Council and Searoad Ferries regarding a meeting to discuss transport options for “on foot” ferry travellers.</p>
	Grants	<p>Council Grants Programme:</p> <ul style="list-style-type: none"> • Usually opened in May for two months, with funds being allocated in July. • Had been postponed until later in the year due to uncertainly around Covid-19. • Was usually oversubscribed with many volunteer groups applying. • Historically provided \$20,000 as grants (usually under \$2,000 per grant).

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- Operated under the guidance of a Grants Committee and an established process.

PLonQ was interested in pursuing the Grants process in progressing their local business and support projects. Points raised:

- Grant advice from BOQ for PLOnQ's detailed list of projects.
- Clear detail from BOQ on criteria for grants ie, what Grants PLOnQ may be eligible for; where applications could be made, dates regarding the Grant submissions call post Covid-19.

ACTION: SDL (BOQ) to forward copy of previous year's Grants process to PLOnQ.

Additional Council support for businesses.

MG (BOQ) advised that Council was:

- Currently going through budgets and in discussion with Councillors on initiatives for local businesses.
- Planning/looking at things to start moving (potentially) around September.

It was noted that the current Covid19 related situation was an additional challenge for businesses on top of the seasonal downtime during the colder months. It was therefore suggested that creative responses to this situation were much needed.

ACTION: PLOnQ and Council continue to communicate regarding relevant promotional and business support activities.

Traders Grants:

Local traders have continued to follow up with Lisa Neville's (local Member) office regarding the 2018 \$50,000 Traders Grant. The TGGB Thriving Ambition Project (TTAP) was funded by this Grant (augmented by an additional contribution from TGGB) and had developed some related marketing material and tools.

The TTAP project report noted that one of the project outcomes would be to provide a foundation for future funding applications.

This option for future funding sources to be pursued through Lisa Neville's office in the 2020 financial year.

ACTION: PLOnQ (TB) to agenda this item in the new financial

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		<p style="text-align: center;">year for an update.</p>
<p>Initiatives for current situation</p>	<p>Signage and Promotional Materials</p>	<p>There was a general discussion around the need for signage to be more visible, positive and vibrant and incorporate what the community could do in the present circumstances as well as what businesses were doing for the community: eg, takeaway meals, home delivery, grab a coffee etc.</p> <p>TGGB advised that it:</p> <ul style="list-style-type: none"> • Was currently working on this approach. • Has digital content going out to local people. • Was trying to get messages out regarding vouchers, digital delivery, and food and wine deliveries in the region. • Would like businesses to forward information so it could be shared online. <p>Discussion then focussed on additional promotional and streetscape presentation opportunities as follows:</p> <ul style="list-style-type: none"> • A much greater emphasis on outreach visually attractive and informative materials (ie, print in addition to online approaches. • Using a scaled down version of the flyer PLOnQ had for a letter drop. • Develop posters for display at supermarkets/post offices etc. • Plan a promotion for the post COVID-19 period to prepare for higher visitation. (It was noted that to have three advertising platforms was very positive - TGGB website/media, the local Council website and visitqpl.com.au). • What promotional support Council could offer to businesses in addition to its upcoming campaign with a focus on “Shop Local “. • Bins and flags for light posts (given this was already in planning and that this could work to lift community morale). <p>It was also noted that a key priority for businesses at present was to survive and adapt their offerings to generate income and this left little time, resources or energy to devote to individual promotional activities.</p> <p>ACTION: PLOnQ to follow up on flyer and poster development and distribution.</p> <p>MG (BOQ) advised the meeting of Issues for Council arising from this discussion including:</p>

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		<ul style="list-style-type: none"> • Council financial restraints (Council looking at up to \$500,000 loss of income due to the current Covid-19 situation). • Keeping the doors open was seen to take precedence and a priority over pursuing projects such as bins. • In the next few weeks Council would be looking into possible Government support as well as how it could put stimulus back into local businesses. • Council needed to work through and adjust to the new normal and work out what would be the most cost effective use of its funds.
Other Business	QCode	SM gave an update from WH on the QCode. The Code was now operational in two locations - the Post Office and the Vue Grand - with more being added soon. The Group felt this was a great initiative and would help the area to move forward.
Items Deferred to future meetings		<ul style="list-style-type: none"> - Borough "What's On" guide - Calendar of Events - Possible visit by Minister - Summer Advertising Campaign - Identifying possible Grants - Information Brochure - Christmas Late Night Trading - Flags - RV Dump Point - Council Surveys
Next Meeting (via Zoom)		<p>Thursday 21 May 2020.</p> <p>Chair: Andrew Grigau</p>

SIGNED AS A CORRECT RECORD:

PRINT NAME:

DATED:21 May 2020