

**MINUTES OF PLOnQ INC MEETING  
HELD ON THURSDAY 18 JUNE 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	Apology
Donnie Grigau (Committee Member)	The Shelter Shed	Apology
Sally Denahy (Committee Member)	Circa 1902	Apology
Chris Dinneen (CDD) (Committee Member)	Circa 1902	Apology
Colleen Kenwood (Committee Member)	Seaview Gallery	Apology
Bryce Ives (Committee Member)	Works on State level cultural events	Apology
Warren Hobbs (Committee Member)		Apology
<b>IN ATTENDANCE</b>		
Ross Ebbells	BOQ Councillor	Present
Martin Gill	BOQ CEO	Apology
Phillip Carruthers	BOQ GM Organisational Performance and Community Services	Present
Di Nelson	Tourism Greater Geelong & the Bellarine	Apology
Tracey Carter	Tourism Greater Geelong & the Bellarine	In attendance
Shannon Di Lisio	BOQ	In attendance
Carly Douglas	BOQ	In attendance

	ITEM	DISCUSSION/ACTIONS
<b>Governance</b>		PLonQ had adopted the Model Rules for Incorporated Associations. In line with these rules and in the absence of a majority of Committee Members being present (thereby Committee attendees not constituting a quorum), it was agreed that the meeting should proceed but no formal business and/or decision-making could occur.
<b>Meeting Format</b>		PLonQ met via Zoom due to the current Covid-19 situation. Unless restrictions are lifted, the next meeting would also be held via Zoom. It was noted that in future meetings would

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		commence at 8.30am.
<b>Acknowledgement of Country</b>		Chair, Soula Mantalvanos, welcomed everyone to the meeting and gave acknowledgement to the Wadawurrung people as the Traditional Owners of the land.
<b>Minutes</b>		Minutes of the Meeting of 21 May 2020 were approved and to be posted on the PLOnQ website.  <b><u>ACTION:</u></b> TB/SM
<b>Covid 19 - Current Situation for Businesses</b>	Council Update	<p><b><u>General:</u></b> SDL (BOQ) gave a rundown on the Shop Local campaign mentioning:</p> <ul style="list-style-type: none"> <li>• Campaign had been very successful;</li> <li>• Gave public insight into people behind the businesses;</li> <li>• Target audience was catchment of Bellarine and Geelong;</li> <li>• Showcased what's open and welcomed people back into the Borough;</li> <li>• Looking to take the campaign to a wider audience;</li> <li>• Looking for feedback on the campaign and asked for any particular angle messages should look at to promote broader discussion.</li> </ul> <p>There was discussion on the campaign 'feel' including:</p> <ul style="list-style-type: none"> <li>• The importance of getting the welcome back message across – come and enjoy the experience – staying, eating – in a leisurely way;</li> <li>• Customers and visitors would need to be made aware that currently businesses were not operating as previously and may not be for a long time;</li> <li>• The way of doing business in the future could change for businesses following on from Covid-19;</li> <li>• The message to go out to visitors – “come and enjoy a leisurely experience, take your time to savour the experience” was an important one;</li> <li>• PLOnQ offered BOQ the use of its website videos as long as it referenced back to the visitplq.com.au website. SDL stated creative planning had not commenced;</li> <li>• SDL stated individual videos would be 10-second snapshots of businesses. It would not be practical to take out and use parts of PLOnQ videos;</li> <li>• TC (TGGB) would be interested in using the PLOnQ videos stating TGGB had the capacity to in-bed videos onto its website. This to be looked into.</li> </ul> <p><b><u>ACTION:</u></b> TC to follow-up adding PLOnQ videos onto TGGB</p>

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		<p>website.</p> <p>Feedback from Business:</p> <ul style="list-style-type: none"> <li>• With some restrictions lifted, it was still not always possible to employ additional staff and as a result some businesses were run off their feet;</li> <li>• In some cases there was a public expectation of everything being back to normal in respect of service, which was not necessarily the case and in some situations had resulted in some patrons expressing dissatisfaction;</li> <li>• There was a good chance that a number of businesses would not go back to operating the way they had before the Covid-19 crisis struck;</li> <li>• More messaging was required to help customers understand that businesses may not be operating as they had previously.</li> </ul> <p><b>ACTION:</b> RE to discuss need for more messaging during current situation with MG and SDL.</p>
	<p>Signage and Promotional Materials</p>	<p><u>Information flyers and Posters:</u></p> <p>SM reported:</p> <ul style="list-style-type: none"> <li>• Posters were up in shops;</li> <li>• Flyers were in prominent positions in a number of shops in the area and were being taken by customers;</li> <li>• TC (TGGB) to look at how PLOnQ messaging could be incorporated into TGGB messaging;</li> <li>• Looking to have flyers and posters up in every shop so visitors were informed about what more there was to do;</li> <li>• Flyers serving a very good purpose;</li> <li>• TB queried if Visitor Information Centre (VIC) was aware of what was happening and available in present circumstances.</li> </ul> <p>Council related promotional activities:</p> <ul style="list-style-type: none"> <li>• SDL stated the VIC would be open in time for school holidays.</li> <li>• Covid-19 safety practices and procedures were currently being revised and relevant procedures to keep staff and visitors safe were being implemented;</li> <li>• BOQ coordinator communicating on a weekly basis with VIC staff to keep them abreast of what's happening at the moment;</li> <li>• Workshops to be conducted during next week to discuss issues and updates regarding the new Hub;</li> <li>• SDL agreed PLOnQ flyers and poster could be placed in VIC when it opened;</li> </ul>

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		<ul style="list-style-type: none"> <li>• SM mentioned just prior to Covid-19, VIC had said it welcomed businesses brochures (not just VIC Members) to be placed in the Centre and asked if this could to be revisited;</li> <li>• SM discussed the possibility of VIC using the sample brochure (with map) PLOnQ had put up to BOQ;</li> <li>• PLOnQ felt it was crucial for businesses to have a brochure with a map to give to visitors.</li> </ul>
<p><b>Updates:</b></p>	<p>Tourism Greater Geelong and Bellarine</p> <p>Promotional material and signage</p>	<p>TC reported that TGGB:</p> <ul style="list-style-type: none"> <li>• Was revisiting its official visitor guide;</li> <li>• The current visitor guides would run out at the end of the current year;</li> <li>• Looking to have new guides out in the first part of the new year;</li> <li>• Looking to produce Destination Guides for sub-regions/local areas, eg, Portarlington, Point Lonsdale/Queenscliff;</li> <li>• Guides to take in brand work other areas had produced which would help with creative direction;</li> <li>• Destination Guides would include a map, editorial, imagery and business listing.</li> <li>• Working on a creative campaign for the Geelong and Bellarine region;</li> <li>• The campaign would include a Brand Atlas for each area, eg Point Lonsdale/Queenscliff, Portarlington;</li> <li>• The Atlas would show how it could work within each area and give businesses the opportunity to work with all aspects such as language and tone for their own communications;</li> <li>• It would include an icon (&gt; Greater Than) for the whole region, which TGGB and businesses could use;</li> <li>• Promotional marketing and advertising would be part of the initiative for the region;</li> <li>• RE had received a marketing and brand information response call from TC and queried when replies were to be returned;</li> <li>• PLOnQ members were welcome to make comment.</li> <li>• Replies to be returned to TC end of next week;</li> <li>• It was planned to have a document and Brand Atlas completed within the next six months;</li> <li>• “&gt; Greater Than” advertising to showcase specific areas of the Bellarine and to be placed in identified areas eg, Melbourne.</li> </ul> <p><b>ACTION:</b> SM to send TC a copy of the PLOnQ sample brochure.</p> <p>Meeting between TGGB and PLOnQ:</p>

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		<ul style="list-style-type: none"> <li>• SM had met with TC (TGGB). Discussions included concerns with promotion of retail businesses;</li> <li>• Very pleased that retail advertising/campaigning (such as Love Local) included retail;</li> <li>• This would reinforce to businesses that they were included in TGGB promotions. Some businesses had queried why they subscribed to TGGB when promotion of retail businesses was not often highlighted in information;</li> <li>• This new concept was a very positive step;</li> <li>• SM stated it was very encouraging to identify what each area (eg BOQ Shop Local, visitplq website, PLOnQ, TGGB) was doing to create substantial communication for the area;</li> <li>• Would be good if there was a strategic document for all groups to be able to use to work together to promote the area.</li> </ul> <p><b><u>ACTION:</u></b> PLOnQ to continue communication with TGGB and BOQ on ways and initiatives to promote the area.</p>
	<p>Funding Proposal and Grants Process</p>	<p><u>Funding Proposal:</u> PLOnQ had presented a funding proposal to Council for consideration at the BOQ budget submission meeting;</p> <ul style="list-style-type: none"> <li>• TM and CCD (Transport CW Group) spoke to the proposal at the meeting;</li> <li>• Responses to the budget and submission process had not yet been released;</li> <li>• RE stated budget had moved around a lot due to current Covid-19 situation. It was hard to predict in current climate what revenue Council would be receiving and so this made planning difficult;</li> <li>• BOQ was budgeting for a worst case scenario but would continue to monitor finances and the situation regarding grants;</li> <li>• BOQ would look at situation when quarterly reports had come in.</li> </ul> <p><u>Grants:</u></p> <ul style="list-style-type: none"> <li>• TB queried Community Grants (CG) programme. TB asked SDL asked if there would still be the capacity for PLOnQ to apply for a CG when Grant applications reopened;</li> <li>• SDL stated the annual CG programme was targeted at grassroots projects for community organisations which would have an impact on the local community. Most projects caps were at \$2,000 level. Requests for CGs was around \$50,000. An independent committee reviewed applications and would make recommendations to Council;</li> </ul>

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		<ul style="list-style-type: none"> <li>• TB asked when the Grants process would open again. SDL stated she needed to get direction on this;</li> <li>• SM identified the need to look around for other grants (eg, Geelong ) that could be targeted;</li> <li>• There was a need for PLOnQ to have someone to tailor and write grant submissions;</li> <li>• SDL would like PLOnQ and BOQ to work together to identify small projects to collaborate on and work to deliver them. This and the work PLOnQ had completed to date, would give PLOnQ a strong base and more credibility when applying for grants.</li> <li>• Continue to work together as a partnership on for example business directories, social media campaigns;</li> <li>• Pick projects that can be deliverable, eg, Christmas decorations - some funds were in the BOQ budget for this. Council would like input and suggestions from PLOnQ on decorations;</li> <li>• Group was pleased with this outcome.</li> </ul> <p><b><u>ACTION:</u></b> Keep on the Agenda for follow up.</p>
	<p>PLOnQ Projects</p>	<p><u>Logo:</u> SM reported:</p> <ul style="list-style-type: none"> <li>• PLOnQ logo had been added to the website and documents were now being produced using the logo.</li> </ul> <p><u>Website:</u></p> <ul style="list-style-type: none"> <li>• It had been necessary to alter the website menu slightly;</li> <li>• Links now appeared as <i>visitpointlonsdale</i> and <i>visitqueenscliff</i>. When visitors click on each place the specific business and activity listings came up;</li> <li>• This change should encourage the website to rank higher;</li> <li>• Steve Kritopoulous (website manager) had promised the number one ranking in Google search before invoicing businesses.</li> </ul> <p><u>Review and Update:</u> <b><i>queenscliff.com.au</i></b> website:</p> <ul style="list-style-type: none"> <li>• SM and RE had tried to make contact with the owner of the site, without success;</li> <li>• SM had reported the site to the ACCC;</li> <li>• ACCC replied stating legal advice would be the only avenue open to take the matter further;</li> <li>• RE reported he had sent several emails to the various site addresses but had not received any reply;</li> <li>• No further action to be taken as it was felt the website</li> </ul>

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		would eventually fall off website listings.
	Transport Collective And Advertising	A submission was made to the Budget Submission (see Grants above) requesting funding for a local bus service. The outcome of the submission was awaited.
	Visitor Information and Brochures	<p>SDL was asked about the likelihood of PLOnQ brochures and information flyers being put onto the Sorrento-Queenscliff ferry service.</p> <p>SDL confirmed these would go onto the ferry service.</p> <p>SDL stated she was:</p> <ul style="list-style-type: none"> <li>• Currently waiting on BOQ branding to be finalised;</li> <li>• Looking to get a consistent message on all marketing platforms and material;</li> <li>• Then looking to place flyers and advertising onto the ferry service.</li> </ul> <p><b>ACTION:</b> Keep on the Agenda for follow up and tracking of developments.</p>
	Hub Survey	<p>SM reminded everyone to fill out the survey and give feedback to Council.</p> <p>RE reported Council was:</p> <ul style="list-style-type: none"> <li>• Waiting for feedback from architects;</li> <li>• All parties had agreed with internal layouts;</li> <li>• ZW stated the importance of external toilets for Hub area;</li> <li>• RE stated there was feedback on this point and architects would be looking at this.</li> </ul>
<b>Other Matters</b>	Possible Visit by Minister	<p>RE reported:</p> <ul style="list-style-type: none"> <li>• The G21 Regional Forum date had been changed to December 2020;</li> <li>• RE was following up the possibility of the Minister for Regional Development (Jaclyn Symes) coming to BOQ the day before the forum.</li> </ul> <p><b>ACTION:</b> RE to follow up with Local Member, Lisa Neville, at his forthcoming meeting with her.</p>
	Flags	<p>SDL reported Council was progressing with the installation of street flags at the two Hesse Street roundabouts –Hobson Street and Stokes Street.</p> <ul style="list-style-type: none"> <li>• A creative brief was going out to designers to get</li> </ul>

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		<p>quotes;</p> <ul style="list-style-type: none"> <li>• There would be four seasonal flags;</li> <li>• Flags to be installed by September 1, 2020.</li> </ul>
	Christmas Decorations	<p>SDL Stated BOQ would like to work with PLOnQ on Christmas decorations and was open to ideas and discussions. The budget for decorations was still to be finalised. PLOnQ would receive a brief in due course.</p> <p>PC (BOQ) stated Council would like PLOnQ to drive the ideas and concepts. BOQ felt PLOnQ had good experience and would be able to quote accurately.</p> <p><b>ACTION:</b> SM/TM to discuss with SDL.</p>
<b>Other Matters</b>		<p>SM asked about the possibility of installing additional dog (refuse) bag stations within the Borough and in particular at the Ferry Terminal.</p> <p>PC (BOQ) stated he would look into this.</p> <p><b>ACTION:</b> PC to look at possible sites and options.</p>
<b>Deferred Items</b>		<p>The following items were deferred until the next meeting:</p> <ul style="list-style-type: none"> <li>• Borough “Whats On” guide</li> <li>• Calendar of Events</li> <li>• Summer Advertising Campaign</li> <li>• Christmas Late Night Trading</li> </ul>
<b>Next Meeting (via Zoom)</b>		<p>Thursday 16 July, 2020.</p> <p><b>Chair:</b> To be advised.</p>

SIGNED AS A CORRECT RECORD: .....

PRINT NAME: .....

DATED: .....16 July 2020.