

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

NAME	BUSINESS	ATTENDANCE/APOLOGY
Soula Mantalvanos (President)	Queenscliff Gallery & Workshop	Present
Theo Mantalvanos (Treasurer)	Queenscliff Gallery & Workshop	Present
Zelda Walters (Secretary)		Present
Sally Denahy (Committee Member)	Circa 1902	Present
Chris Dinneen (CDD) (Committee Member)	Circa 1902	Present
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
Tracey Carter	Tourism Greater Geelong & the Bellarine	Present
Di Nelson	Tourism Greater Geelong & the Bellarine	Present
Shannon Di Lisio	BOQ	In attendance
Kim Irons	Irons McDuff Architects	In attendance (part)

ITEM	DISCUSSION/ACTIONS
Meeting Chairs	Sally Denahy and Chris Dinneen chaired the meeting.
Minutes	<p>SM clarified PLOnQ new Members applications.</p> <p>Minutes of the Meeting of 16 July 2020 were approved and to be posted on the PLOnQ website.</p> <p>SDL clarified information regarding flags (Other Business). All flags to be produced but not all at once.</p> <p><u>ACTION:</u> SD/SM</p>
Vice President	<p>Sally Denahy was invited to take on the Vice President position of PLOnQ. She would advise Committee of her decision.</p> <p>Ratification to be made at the next meeting.</p>
New Members	SM reported Membership was growing and she had been inviting more people to submit to join the PLOnQ Committee.

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<p>Covid-19 19 - Current Situation for Businesses</p>	<p><u>General:</u> As MG (BOQ) was not present at the meeting, the Council update was deferred to the next meeting.</p> <p><u>ACTION:</u> MG to give an update to the next meeting.</p> <p>RE reported:</p> <ul style="list-style-type: none">• Nothing had currently changed.• Council would be looking at its hardship policy at the end of September to see what, if any, changes or adjustments would need to be made if the lockdown was extended.• Council elections were going ahead. The lead up would not be the same as in previous elections. <p><u>ACTION:</u> RE to report back to next meeting.</p> <p>SDL reported:</p> <ul style="list-style-type: none">• The two Council community groups responding to Covid-19 issues had met with and been given a comprehensive update by DHHS.• There was optimism that numbers would decrease.• It was important the community remained diligent and did not become complacent.• A cautious approach would continue to be taken. <p>CDD thanked BOQ and PLOnQ for the support for businesses through the 3225 Love Local Shop Local and visitplq Facebook pages.</p> <ul style="list-style-type: none">• Information on both websites had been well received by audiences.• Promotions had given motivation and lift to local businesses.• Businesses were finding operating in the current Covid-19 situation very challenging.• A greater challenge was the amount of misunderstanding and misinformation around in the general public area.• The uncertainty of what was ahead was seen as a challenge but it was a good opportunity for planning for the future post Covid-19. <p>DN stated:</p> <ul style="list-style-type: none">• TGGB was engaging with businesses.• Support through the Membership offer was ongoing to the end of the year.
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		<ul style="list-style-type: none"> • Visit Geelong/Bellarine website gave people a range of things to do once Covid-19 restrictions were lifted. <p>SDL (BOQ) stated:</p> <ul style="list-style-type: none"> • It was pleasing to note the 3225 Facebook page feedback messages had been positive. • Pleased to see comments that the page was making a difference to businesses. • A challenge had been managing businesses expectations and being timely in getting messages out. • Positive and negative comments were taken on board. <p><u>Decals and Posters:</u></p> <ul style="list-style-type: none"> • Council branded decals and social distancing posters had been distributed throughout the Borough. • Most businesses had been pleased to receive them. • Businesses putting them up progressively. • Additional supplies were available if required by businesses. • The lifespan of the decals and posters was being monitored by Council. <p>SD stated:</p> <ul style="list-style-type: none"> • It was excellent to see the consistency and uniformity of the messages on the decals and posters. • Made the community look like a town working together.
	Signage and Promotional Materials	<p><u>3225 Love Local Shop Local campaign:</u></p> <ul style="list-style-type: none"> • Numbers of visits to the site were improving strongly. • The campaign had achieved a reach of 85,000 through Facebook feeds and Messenger shares. • There had been 14,000 engagements on the site. • Most engaged organic post was for Bellarine Country Butchers. • Looking to engage with local businesses to obtain regular updates for the Love Local Facebook page. • Looking to extend the reach of the campaign.
Updates:	Tourism Greater Geelong and Bellarine	<p>TC reported:</p> <ul style="list-style-type: none"> • The >Greater than Brand Atlas booklet had been sent out to businesses. • Creative Campaign was moving forward.

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	Promotional material and signage	<ul style="list-style-type: none"> • Campaign was based on brand work and research undertaken and presentation of the Queenscliff and Point Lonsdale message. • Images and language would show experiences available for visitors to individual destinations. • Currently working on and getting ready to launch the media campaign. • Currently taking photos and visuals of areas. • New photos to update site would be taken once businesses were up and running again. • Campaign would be ready to launch as soon as Covid-19 restrictions were lifted and people were able to travel again. • There would be opportunities down the track to put together videos and narrative to tell a more comprehensive story. <p><u>ACTION:</u> TC to give an update at the next meeting.</p>
	Funding Proposal and Grants Process	<p><u>Future Grants:</u></p> <ul style="list-style-type: none"> • RE had sent PLOnQ a list of upcoming Geelong grants. • PLOnQ did not qualify for any of these current grants. • SM was looking at some of the Victorian regional arts grants to see if PLOnQ would qualify. • SM had written to the director of the Projection Festival. It shares, works with and helps towns to run such a festival. • Regional Arts Victoria (RAV) currently had support grants for Covid-19 which PLOnQ may qualify for. • SM looking at possible RAV grants to assist with writing grant applications for PLOnQ. <p><u>ACTION:</u> SM to follow up Regional Arts Victoria and Projection Festival and report back.</p>
	PLOnQ Projects	<p><u>Videos:</u> SM reported after Covid-19:</p> <ul style="list-style-type: none"> • PLOnQ would be creating more videos once local businesses had reopened. • Have discussions with TGGB to see if any of PLOnQ's video snippets could be used in the TGGB campaign.
	Transport Collective And	<p><u>CDD reported:</u></p> <ul style="list-style-type: none"> • MG (BOQ) had been very helpful regarding the community bus proposal.

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	Advertising	<ul style="list-style-type: none"> • The bus would run for two months during the summer season. • Bus hire companies (Hertz, Thrifty, Budget, McHarrys, Christians) had been approached for quotes. • Quotes ranged from \$12,000 to \$24,000. • A submission had gone to BOQ for a grant to help support the initiative. • Waiting to hear back from Council. • Need to work collaboratively with Searoad Ferries and other businesses. • TGGB had been written to enquiring if it had anyone available who could assist with the delegation to Searoad Ferries. • This would be a collaborative approach. • CDD gave DN a rundown on the proposal. • CDD and SD had spoken to businesses and organisations that had courtesy buses to gauge their support for the project. • In principle support had been received from several places. • CDD had formalised a draft letter to go to places with courtesy buses asking for them to confirm in principle support. • A letter to go to Cottage By The Sea (CBTS) outlining the proposal and to ask if it would meet with the TCWG delegation. • RE gave contact for CBTS. <p><u>ACTION:</u> DN to talk to TC regarding TGGB involvement. RE to assist with contact with CBTS. CDD to forward quotes to ZW.</p>
	Visitor Information and Brochures	<p>Visitor Information Centre (VIC) to relocate to the Vic Tavern in Hesse Street along with the Library and Museum while the Hub project undertaken.</p> <ul style="list-style-type: none"> • Relocation scheduled for the end of 2020. • VIC currently closed but available by email and phone. • The relocation should be a boost for Northern section of Hesse Street. • No information on brochures at present. <p><u>ACTION:</u> Update at next meeting.</p>
Other Matters	Flags	<p>OOI Creative Communication was presenting flag designs to Council.</p> <ul style="list-style-type: none"> • Council to give input into the flag designs.

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		<ul style="list-style-type: none"> • Anticipated the first flags would be installed in time for Spring. • Flags would bring a colourful look to the Point Lonsdale and Queenscliff streets. <p><u>ACTION:</u> Update progress at next meeting.</p>
	Possible Visit by Minister	<p>RE reported:</p> <ul style="list-style-type: none"> • The G21 Regional Forum to be held in December 2020. • The Forum was now to be held via Webinar due to Covid-19. • Ministers were currently not permitted to visit regions. • It was not clear when Ministers would be able to visit face-to-face. <p><u>ACTION:</u></p>
	Christmas Decorations	<p>SDL reported:</p> <ul style="list-style-type: none"> • Concentrating on a design for Christmas flags as street decorations. • Looking at associated infrastructure to boost flag presence in Hesse Street and Point Lonsdale. • Previous proposal presented to PLOnQ meeting regarding decorations was not going ahead. • Looking to support businesses in other ways. • Council in discussion with PowerCorp regarding additional poles. • Council also in discussion with Vic Roads. • There was discussion on the possibility of flags for the Northern end of Hesse Street. • SM had not received any response from The Harbour on participation. <p><u>ACTION:</u> SM to follow up.</p>
Other Business	Alternative Energy Supply Discussion Paper	<p>SM reported:</p> <ul style="list-style-type: none"> • She had had a conversation with the AES representative. • AES would get back in touch if additional information was required. <p>RE reported:</p> <ul style="list-style-type: none"> • There was an issue with PowerCorp. • PowerCorp was not taking any more inputs for solar power from residents. • It doesn't have enough infrastructure to cope with anymore solar panels in many areas.

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		<ul style="list-style-type: none"> Houses would need to install batteries. RE had spoken to local member Lisa Neville about the situation. <p><u>ACTION:</u> RE to update next meeting.</p>
	Queenscliff Music Festival	<p>The Queenscliff Music Festival would not be going ahead in 2020.</p> <ul style="list-style-type: none"> Accommodation venues had been told there could be smaller events later in the year but the feeling was this would not happen. The cancellation would be a great loss to the town and especially businesses. QMF to go ahead again in 2021.
	Bank Account Signatory	CDD to be put onto the PLOnQ bank account as the third signatory in place of Andrew Grigau.
	Doggie Bags	No update received from Philip Carruthers (BOQ) regarding installation of doggie bags in Hesse Street.
	Weekly Green Collection	<p>SM asked if it was possible for a weekly pickup during pruning season.</p> <p>RE stated:</p> <ul style="list-style-type: none"> He would bring this up at Council. If this went ahead it would have to be a user pays system. There could be a lot of pushback from people who do not live in the Borough full time. Residents could purchase an additional green bin for use. SM suggested a possible "Share Your Bin" initiative.
	Recycling opportunity	<p>SD mentioned a new initiative for Queenscliff and Point Lonsdale businesses to recycle their food waste.</p> <ul style="list-style-type: none"> Called Just Composting Bin. The cost was \$10.00 every three weeks. Bins taken away, contents composted and returned. There had been lots of interest from restaurants. Further information available from Felecia at Café Go in Geelong.
	Geelong Small Business Festival	<p>As part of the Geelong Small Business Festival BOQ will be running a session entitled "Working with Family Unfiltered".</p> <ul style="list-style-type: none"> The session being held via Zoom on Tuesday 8 September at 5pm.

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		<ul style="list-style-type: none"> • Panel participants - Claire Hooper (MC), Jane Tuttle (Queenscliff Bookshop), Nadine Kuc (Baie Wines), Kim High (hypnotherapist). • The discussion would look at how to balance the challenge of working remotely in close proximity with family. • While a light-hearted approach would be taken in the session, there would be a strong message on how viewers could balance their work and family life in the present climate.
	Light up of Christmas Tree	SDL confirmed the Point Lonsdale Christmas Tree light up would happen, but it may be a virtual lighting.
	Welcome	Kim Irons was welcomed to the meeting. She would be happy to hear about what's involved in becoming a PLOnQ Board Member.
Deferred Items		<p>The following items were deferred until the Covid-19 lockdown was clearer:</p> <ul style="list-style-type: none"> • Christmas Late Night Trading • Borough "Whats On" guide • Calendar of Events • Summer Advertising Campaign
Next Meeting (via Zoom)		<p>Thursday 17 September 2020 at 8.30am via Zoom.</p> <p>Chair: To be advised.</p>

SIGNED AS A CORRECT RECORD:

PRINT NAME:

DATED:17 September 2020.