

**MINUTES OF PLOnQ INC MEETING
HELD ON THURSDAY 15 OCTOBER 2020**

| NAME | BUSINESS | ATTENDANCE/APOLOGY |
|---|--|----------------------|
| Soula Mantalvanos (President) | Queenscliff Gallery | Present |
| Theo Mantalvanos (Treasurer) | Queenscliff Gallery | Present |
| Sally Denahy (Vice President) | Circa 1902 | Present |
| Zelda Walters (Secretary) | | Present |
| Chris Dinneen (CDD) (Committee Member) | Circa 1902 | Present |
| Laurel Hill (Committee Member) | Athelstane House | Apology |
| John Begg (Committee Member) | JWB Consultancy Pty Ltd | Present |
| Warren Hobbs (Committee Member) | Architect j3Design & Warren Hobbs Architects | In attendance |
| IN ATTENDANCE | | |
| Ross Ebbells | BOQ Councillor | In attendance |
| Martin Gill | BOQ CEO | In attendance |
| Tracey Carter | Tourism Greater Geelong and Bellarine (TGGB) | In attendance (part) |
| Carly Douglas | BOQ | In attendance |

| | ITEM | DISCUSSION/ACTIONS |
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| Meeting Chair | | Chair, Theo Mantalvanos, 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 17 September 2020 were approved and to be posted on the PLOnQ website. <u>ACTION:</u> CD/SM |
| | General Note: | TM made mention of the revised Agenda format to allow for Council and TGGB matters to be discussed first. TM advised that the PLOnQ AGM would follow on from the monthly meeting. RE advised BOQ is in caretaker mode and he would not be able to make any comments on behalf of Council. |
| BOQ | Visitor Information Centre | CD (BOQ) reported: <ul style="list-style-type: none"> • As SDL was not at the meeting she would endeavour to get answers to questions on Visitor Information Centre back to PLOnQ. |

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| | | <p><u>ACTION:</u> CD to follow up and report back.</p> |
| | <p>COVID-19 Current Update</p> | <p><u>Outside Dining</u></p> <ul style="list-style-type: none"> • CD undertaking face to face visits with businesses. • Some outdoor dining permits had already been supplied to businesses. • Need to ensure that hours of operation did not conflict with other businesses operations in area in regard to outdoor dining furniture. • A meeting was being held today to look at issues. • Council wanted to make sure it was giving support in whatever way possible. • \$5,000 grants were available for businesses to take up. • All ideas being looked at, nothing decided at present. • Discussions being held with traders to see if they would relinquish car parks outside their businesses to put in temporary structures for dining. • Need to look at safety, cleaning and monitoring these areas. • Equity of the shared amenity required. <p>The challenge of getting guest ID's was discussed including paperwork and the process.</p> <ul style="list-style-type: none"> • The new \$5000 fines were discussed. • There was concern that the hospitality industry was being made to police the process, which brought challenges for businesses. <p>SD stated:</p> <ul style="list-style-type: none"> • Staff had to be briefed to check visitor IDs and licences. • People were being patient and seemed to understand the process. • The process was manageable. • Formalities for outside dining were still being gone through, there was an increase in the cost of insurance. • The QR code ID scanner was discussed. <p>A query was raised in regard to the use of the \$5,000 funding.</p> <ul style="list-style-type: none"> • The \$5,000 grants being given to businesses didn't need to be used just for outside dining. <p>RE stated:</p> |

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- It was an opportunity to look at what did and didn't work.
- Everything needed to go through Vic Roads and other levels of Government (eg, Liquor Licencing) as well as Council.
- Open areas needed to be defined.

SM stated:

- It was important to look at how the summer influx could be embraced.
- Everything being planned now could go into next year.
- The process needed to go slowly and required long-term thinking, not just for the current situation.
- There was an opportunity for businesses to offer picnics (in allocated spaces) on the parkland in front of the Fort.
- Fine balancing act between Covid-Safe and promoting clusters/groups of people but worth considering.

Geelong

- TC (TGGB) stated the situation in Geelong was similar to BOQ.
- Some businesses had adequate spaces for outdoor dining. Others had challenges that were being worked through.
- Businesses being asked to firstly consider their own spaces for outdoor dining, eg, car parks.
- Several initiatives for outdoor dining (picnic areas in public places) were being looked at.
- One initiative being undertaken was at Geelong Racecourse.
- Grappling with three paced visitor economy – accommodation (properties could fill 100%), hospitality (very limited) and some areas that were unable to operate at all.
- Trying to balance how much promotion to bring people into the area - not much opportunity for visitors to spend beyond accommodation. Very challenging.
- Uncertainty around Melbourne was making it very difficult to plan.

Further discussion:

- Need to embrace summer crowd.
- Careful long term planning required and focus.
- Opportunity to look at what may or may not work.

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| | | <ul style="list-style-type: none"> • Need balance in whatever is done. • Vic Roads and levels of State Government will need to be consulted. • Pressure on businesses at the moment by having to take IDs etc. Very difficult challenges as well as having to make money. • Businesses concerned that they stay Covid compliant. • <p>SM/TM stated businesses:</p> <ul style="list-style-type: none"> • Still needed to keep initiatives going and use their funds wisely. • To assess where they were going and what they were doing. • Trickle-out campaigns required to keep businesses ticking over. • Mustn't let things slide because it was not healthy for the future of businesses and the town. • Very difficult in the current climate to plan for the future. |
| | <p>Signage and Promotional Materials</p> | <p><u>Flags/ Christmas Decorations</u></p> <p>TM reported:</p> <ul style="list-style-type: none"> • Pleased flags are happening in town. • Looking forward to flags being installed. • Borough needed to be ready for when the State opens up again. <p>CD stated:</p> <ul style="list-style-type: none"> • Waiting to hear back from The Harbour to see if they were agreeable for flags to bookend from the Harbour through the town. • The flag logos to filter through to being used on banner boards and cards for businesses to use. <p><u>3225 Love Local Shop Local campaign:</u></p> <p>CD (BOQ) reported:</p> <ul style="list-style-type: none"> • All BOQ promotional material was on hold because Council was in caretaker mode. (Government Law) • The site has been working well. • Looking to push the message out more to the community. • The campaign was working well, the site to be more inviting and showcase more of what's on offer in the community. |

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| | | <p><u>ACTION:</u> SDL to update at the next meeting.</p> <p><u>PLonQ Moving Forward:</u></p> <p>SM stated:</p> <ul style="list-style-type: none"> • PLOnQ needed to organise media and build a strong brand and identity for the visitplq website. • Would be good to bring Searoad Ferries onboard. • Possibly build a business directory into the website. • SM asked TGGB if it would be possible to have a <i>visitplq.com.au</i> link on the TGGB website. <p>JB stated:</p> <ul style="list-style-type: none"> • He had started talking to business owners about the visitplq.com.au website. • The uncertainty of the current situation was a big factor in the community at present. • Business owners were looking to distribute their promotion funds effectively over a variety of platforms. • He was endeavouring to visit four/five businesses a week to promote the website with businesses and bring them on board. • Great to work with the Website Manager. • Would like to promote PLOnQ on his current websites, which could help build awareness when he visited businesses. <p><u>ACTION:</u> SM to follow up visitplq.com.au with JB.</p> |
| <p>Tourism Greater Geelong and Bellarine</p> | <p>Promotional material and signage</p> | <p>> <u>Greater Than promotion:</u></p> <p>TC reported:</p> <ul style="list-style-type: none"> • The campaign was ready to be rolled out. • Targeting friends and families at present. • In conversation with local newspapers regarding possible stories eg, what will you do when your friends and family can come down to visit? • Focus to target business settings for these articles. • More digital media to be done to support Christmas activity in BOQ. • Prior to Christmas will hold discussions with Hyper Social on promoting BOQ Christmas activity. • Talking to the 'One Hour Out' website about the |

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| | | <p>>Greater Than campaign. While this would be about the whole region, it would specifically include a focus on for example, BOQ as part of this process.</p> <ul style="list-style-type: none"> • Need to get the balance right. Looking to have a bigger promotion from February onwards when the State would have (hopefully) opened up. <p><u>ACTION:</u> TC: Further update at next meeting.</p> |
| | <p>Grants Update</p> | <p><u>Future Grants:</u></p> <ul style="list-style-type: none"> • Possible Projection Festival. Deferred to next meeting. <p><u>ACTION:</u> SDL to report at next meeting – update on discussion with TC re use of projectors.</p> <p><u>BOQ Grants:</u> CD reported:</p> <ul style="list-style-type: none"> • Policy currently being refreshed. • A few additional criteria being included (eg for Covid-19) • Grant information to be out by 1 December 2020. • Several small organisations had already approached BOQ with ideas. <p><u>ACTION:</u> Update at next meeting.</p> |
| | <p>Transport Collective And Advertising</p> | <p>CDD reported:</p> <ul style="list-style-type: none"> • Letter sent to Cottage By The Sea (CBTS) and looking to have a meeting with them in the following week. • CBTS very responsive to date. • Searoad Ferries still to be followed up. • Having CBTS on board may assist with the approach to Searoad. <p>TM stated:</p> <ul style="list-style-type: none"> • Seating arrangements would need to be addressed in view of Covid-19. • There was a possibility that the courtesy bus may not be operational this Christmas due to possible Covid restrictions. <p>JB stated:</p> <ul style="list-style-type: none"> • One of his contacts had offered to donate promotional packets of mints to be given away on |

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| | | <p>the courtesy bus.</p> <ul style="list-style-type: none"> • The bus driver would need to give these to passengers. • Would be for a set term and set amount of product. • If there was any funding, packaging could be produced with logo and information on PLQ. <p>TM thanked JB for his efforts. He mentioned the success of ‘freebie’ incentives.</p> <p><u>ACTION:</u> CDD to update at next meeting</p> |
| <p>Other Business:</p> | <p>Doggie Bags</p> | <p>JB discussed:</p> <ul style="list-style-type: none"> • Pitching PLQ as a dog friendly area. • Good opportunity to push for sponsorship for this. • He would be happy to follow up. • Asked if Council would be happy to have a ‘paw friendly’ sponsorship on information going out to the community – this could help defray costs. <p><u>ACTION:</u> To be followed up with Council SDL to report to next meeting.</p> <p>MG stated :</p> <ul style="list-style-type: none"> • From letters and complaints received BOQ did not come across as a dog friendly place. <p>ZW agreed with MG that there were a significant issues with residents regarding dogs. These included:</p> <ul style="list-style-type: none"> • Concern in the community that Council was not monitoring or policing the situation adequately. • People not being responsible by keeping their dogs on leads, looking after them and picking up after them. • Council needed to be seen to be doing more. • A campaign needed to bring residents on board. • More doggy bags needed in parks, on beaches and far more regular intervals throughout the community. <p>JB:</p> <ul style="list-style-type: none"> • Could have sponsorship/branding on doggy bags, which would help defray costs. • Council would just need to install stations around BOQ. • Signage required letting people know the costs of fines for dog littering. • Could be called the PUP Project – Pick Up Poo project. |

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| | | <p>TM:</p> <ul style="list-style-type: none"> • Council needed to take account of the increase in dog numbers in the community and adjust accordingly. <p><u>ACTION:</u> Further consultation with Council required.</p> |
| | <p>Heritage/Disability accessibility in Borough</p> | <p>SM reported:</p> <ul style="list-style-type: none"> • She had discussions re heritage vs disability accessibility. • She had spoken to disability advocate Jacqui Pierce re BOQ being more disability friendly. <p>MG stated:</p> <ul style="list-style-type: none"> • He was happy to organise for a businesses to meet with BOQ's Building Surveyor and Planner to work through heritage issues. • This could be a budget issue for new Councillors. Can be discussed with new Councillors and lobby for work to be undertaken. <p>TM stated:</p> <ul style="list-style-type: none"> • Issues in Hobson Street and Stokes Street unpaved footpath sections. • Issues for businesses and customers in these streets with concerns for safety and accessibility to businesses due to the uneven ground, which could be very wet (especially in winter). • There were safety concerns regarding disabled people eg, wheelchairs. • He was following this up with Council personnel. <p><u>ACTION:</u> - TM to follow up and report to next meeting.</p> |
| | <p>Sculpture Exhibition</p> | <p>SM reported on the possibility of a permanent Sculpture exhibition in BOQ:</p> <ul style="list-style-type: none"> • Encourage a Sculpture Walk in BOQ. • She had spoken to SDL and CD and enquired about possible locations for installations. • Understood there was a long process to go through. • PLOnQ to work out its strategies for the project. • Installation could be over the next two years. • Look to get sponsors for the sculptures (artists would need to be paid). • Was there a way to give people a clear indication where sculptures would be sited. |

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| | | <ul style="list-style-type: none"> • Could Council give suggestions for locations. • Possibility to apply for grants for the project. <p>MG stated:</p> <ul style="list-style-type: none"> • While this was a good idea, PLOnQ would need to gain community agreement on the project as it was important to bring the community along. • A community engagement project would need to be undertaken. • BOQ could give initial advice on who would need to be involved eg, Vic Roads, Parks Vic, relevant departments. • New Councillors would need to be briefed and a presentation made to them. <p>JB discussed possibility of business sponsorship for the sculpture exhibitions.</p> <p>ACTION:</p> |
| | Q Code | <p>WH gave an update on QCodes:</p> <ul style="list-style-type: none"> • Three QCodes had been installed: <ul style="list-style-type: none"> - Visitor Information Centre - Queenscliff Post Office - Vue Grand Hotel. • This had taken twelve months. • Had not had a recent meeting with Council. • Trying to encourage Council to put signs in windows and shops to promote sites and encourage visitors to look for the Codes. • Codes would give people a multi-media history of buildings being looked at. • Hoping for feedback from visitors. • Council could monitor feedback and see how well the Codes were being received. • Suggested BOQ put something in its Facebook page promoting the Codes and to encourage people to give feedback. • Had been requested to requote on information upgrades as well as the cost for additional sites. • Stickers to be put on information boards in PL and Q - would have an additional multimedia display on subject – instead of having brass Qs. • An extra tourism feature to find out more about the history of the area. • A lot of information had been produced. Just waiting for the go ahead and funding from Council. |

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| Deferred Items | | The following items were deferred until the Covid-19 lockdown was clearer: <ul style="list-style-type: none">• Borough “Whats On” guide• Calendar of Events• Summer Advertising Campaign |
| Next Meeting | | Thursday 19 November 2020 at 8.30am. Chair: To be advised. |

SIGNED AS A CORRECT RECORD:

PRINT NAME:

DATED:19 November 2020.

Filename: plonq15 October minutes -pdf.docx
Directory: /Users/dorothy/Library/Containers/com.microsoft.Word/D
ata/Documents
Template: /Users/dorothy/Library/Group
Containers/UBF8T346G9.Office/User
Content.localized/Templates.localized/Normal.dotm
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Change Number: 2
Last Saved On: 19/11/2020 14:23:00
Last Saved By: Soula Mantalvanos
Total Editing Time: 1 Minute
Last Printed On: 19/11/2020 14:23:00
As of Last Complete Printing
Number of Pages: 10
Number of Words: 2,299
Number of Characters: 12,135 (approx.)