

**MINUTES OF PLOnQ INC MEETING
HELD ON THURSDAY 19 NOVEMBER 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	Apology
IN ATTENDANCE		
Ross Ebbells	BOQ Councillor	In attendance
Martin Gill	BOQ CEO	Apology
Brett Ince	Tourism Greater Geelong and Bellarine (TGGB)	Apology
Tracey Carter	Tourism Greater Geelong and Bellarine (TGGB)	Unable to log on
Shannon Di Lisio	BOQ	In attendance
Carly Douglas	BOQ	In attendance
Kate Matherson	Vue Grand	Guest in attendance

	ITEM	DISCUSSION/ACTIONS
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 15 October 2020 were approved and to be posted on the PLOnQ website. ACTION: SM/SD
BOQ	Visitor Information Centre	SDL (BOQ) reported: <ul style="list-style-type: none"> • Anticipated the relocated VIS/Museum would be open in approximately one weeks time. • Official date to be advised. • Waiting for some operational, planning and insurance issues to be dealt with. • BOQ Business Continuity and Covid-19 teams still to sign off on relocation. • Teardrop signs identifying the Library and VIS to be placed on the footpath outside building.

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		<ul style="list-style-type: none"> • Other signage being looked at. • It was hoped traders would spread the word on the new location. • Looking at producing a new brochure style visitor guide when the new branding through. <p>ACTION: SDL to update next meeting.</p>
	<p>Covid-19 Current Update</p>	<p><u>Outside Dining</u> CD reported:</p> <ul style="list-style-type: none"> • Changes to outside dining would come into effect on 22 November 2020. • Support from hospitality businesses that qualify for external dining had been excellent. • Working on 24-hour turnaround for permits. • BOQ hiring portable Skiptlet dining bins for installation. • Bins hired for a three-month period, which could be extended if required. • Bins have fixed seating (limited) in them (ref: examples in James St Geelong). • 12 locations identified in BOQ <ul style="list-style-type: none"> - 4 in Point Lonsdale - 8 in Queenscliff • Bins would be angled to take up one car park each. • Looking to roll out initiative in the first week of December. • Working through Vic Roads requirements. <p>The need for community support for the initiative was discussed.</p> <ul style="list-style-type: none"> • Looking to businesses to send a letter to The Rip for inclusion in its next issue re positivity of initiative. • Get local photographer to take photos of people using the new Skiptlet dining bins. • Businesses need to be made aware and asked not to park in the main street - leaving more car parking for locals. <p>SD stated:</p> <ul style="list-style-type: none"> • May be a possible backlash from locals re diminished car parking (ref Ocean Grove). • The \$5000 Grant requirements were proving a challenge for many businesses. <p>ACTION: Feedback to be sent to CD (BOQ).</p>

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		<p><u>Geelong</u></p> <ul style="list-style-type: none"> As TC (TGGB) was unable to access the meeting electronically an update was deferred. <p>ACTION: A written update would be forwarded to ZW for distribution or an update would be given at the next meeting .</p>
	<p>Signage and Promotional Materials</p>	<p><u>Flags/ Christmas Decorations</u></p> <p>CD (BOQ):</p> <ul style="list-style-type: none"> Brought along the new Christmas flag for attendees to view. Flag red colour for Christmas. Only one season currently ordered to see how it would hold up eg, possible tearing, size. Feedback on flags would also be assessed. Four new posts to be installed in Hesse Street including new lampposts in the caravan area of Hesse Street. The Harbour had not answered any of the BOQ calls or emails re participation. It was therefore assumed the Harbour had decided not to participate. <p>SDL reported:</p> <ul style="list-style-type: none"> A new media campaign to commence. Ads had been booked in the Christmas GT issue of the Geelong Advertiser and reference to BOQ Facebook page. An Instagram page to be activated. Campaign will showcase shopping and dining options in PL & Q. Will be themed in the colour of the flags. Will link with 3225 Love Local Shop Local campaign. <p><u>3225 Love Local Shop Local campaign:</u></p> <p>SDL (BOQ) reported:</p> <ul style="list-style-type: none"> The new campaign will link in with the above media campaign. Advertorial to be looked at. Media release can use information as a filler by media organisations. <p>JB stated:</p> <ul style="list-style-type: none"> He would post on his Instagram accounts promoting the initiative.

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		<ul style="list-style-type: none"> • Suggested putting information on visitplq.com into The Rip. <p>SM asked about the possibility of BOQ putting together guidelines for businesses on how to use and post to 3225 Instagram and Facebook links.</p> <p>ACTION: Updates at the next meeting.</p>
<p>Tourism Greater Geelong and Bellarine</p>	<p>Promotional material and signage</p>	<p>> <u>Greater Than promotion:</u></p> <p>Deferred: TC unable to access meeting.</p> <p>ACTION: TC: To be asked to provide written update for distribution and update at next meeting.</p>
<p>Grants</p>		<p><u>Future Grants:</u></p> <p>TM stated:</p> <ul style="list-style-type: none"> • TM and SM were currently drafting a PLOnQ strategic document which would be given to Committee members for comment. • As a not for profit organisation PLOnQ was required to look at how it could raise funds to operate. • Possibilities included sponsorship, fundraising dinners, grants etc. • The old Chamber of Commerce funds were not available. • Look at a possible membership fee. • Donations could be received. • Funds would give PLOnQ the opportunity to start projects and attract partners. <p>ACTION: SM/TM to distribute draft strategic plan to Committee for review.</p> <p><u>BOQ Grants:</u></p> <ul style="list-style-type: none"> • Aiming for grants to be available in February 2021 • <p>ACTION: Update at next meeting.</p>
<p>Transport Collective And Advertising</p>		<p>CDD reported:</p> <ul style="list-style-type: none"> • Quotes had been received from Christians and other bus lines. • Cost for a bus driver was around \$26 per hour. • Cottage by the Sea (CTBS) were very happy to

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be part of the initiative and had offered its three buses. All donations to go back to CBTS.

- Traders all needed to agree with the initiative.
- Possible 'skim' sign on the back of buses identifying businesses donating.
- Need to identify where buses could stop.
- As McHarrys manage current bus stops. May not be able to use these.
- Council and Vic Roads need to be involved.
- Buses would need to start running mid-December and run through January, possibly February and March also.
- Up front funds required to pay drivers.
- Covid plans required on buses.
- Possible Locals and Hop On/Hop Off tickets.
- Need to look at how people could pay/donate to use the bus.

ACTION:

- Consider letter to go out to businesses asking for their support and a donation to cover the cost of a driver.
- JB to look at possible sponsorship – may not be possible in the timeframe.
- JB to follow up Christian College and ask if any buses or drivers available.
- SD to ask Geelong College if their buses (and drivers) could be used.
- CDD to talk to Beacon and Brewhouse re availability of their buses and drivers.

TM stated:

- Concern in regard to limited timeframe to get this all organised.

SDL stated:

- A Searoad Ferries promotion had given away 40,000 foot passenger tickets.
- BOQ was looking at how VIC people could meet and greet the influx of visitors.

ZW stated:

- It was extremely important to try to get the bus initiative up and running for Christmas in the light of Searoad Ferries promotion.
- It was reported the tickets had almost all gone within a couple of days.
- Was it possible for BOQ to financially support buses.

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		<p><u>ACTION:</u> - Follow up Beacon Resort for possible bus drivers. - Updates at next meeting.</p>
Other Business:	Doggie Bags	<ul style="list-style-type: none"> • New doggie bag installations were being well received by the community. • Council had started deep cleaning of bins in BOQ. • Dog friendly message needed to be worked on and developed further. • It was felt post-Covid there would be an influx of people with dogs in the area. <p><u>ACTION:</u> - To be followed up with Council. - SDL to report to next meeting.</p>
	New Councillors	Committee discussed the new Councillors and stated it was looking forward to meeting and working with them.
	Heritage/Disability accessibility in Borough	<p>TM queried who was the best contact at BOQ to meet with to discuss disability access issues eg, appropriate handrails on heritage buildings.</p> <p>SDL recommended contact with the BOQ Planning Manager (Dinah).</p> <p>TM stated:</p> <ul style="list-style-type: none"> • He had talked with the BOQ Engineer (Peter) regarding water pooling on the crossover on Hesse Street. • The Engineer to address this issue. • TM to talk to the Planning Manager (Dinah). • Jacquie Pierce to be contacted regarding the new Disability Act requirements. <p>Kate Matherson stated disabled guests and visitors who were unable to use the Vue Grand entrance steps had to enter the building via the back entrance.</p> <p><u>ACTION:</u> - TM and SDL to follow up and report to next meeting.</p>
	Sculpture Exhibition	<p>Nothing discussed.</p> <p><u>ACTION:</u> Update at next meeting regarding possible sponsorship opportunities (JB)</p>

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	General	<p><u>Overview</u></p> <p>Kate Matherson (Vue Grand) stated:</p> <ul style="list-style-type: none"> • Accommodation bookings had increased. They were very busy mid week and right through the Christmas period. • Guests were booking in for longer stays. • Job Keeper was a double-edged sword as people were not moving jobs. • The 457 worker visas no longer existed. • As a result it was providing very difficult to get front of house staff and chefs. <p><u>Lack of Communication from BOQ on Pelican Bar</u></p> <p>SD commented it was very disappointing BOQ (and QMF) had not given accommodation and other businesses notice of the Pelican Bar (QMF) initiative.</p> <ul style="list-style-type: none"> • It was a missed opportunity for businesses to work together on initiatives and packages for the influx of resulting visitors. • Better communication required from BOQ to let businesses know what was going on.
Deferred Items	What's On Guide	Committee needed to work out a strategy and direction for what is required. Need to let everyone know what's happening – better communication between businesses.
		<p>The following items were deferred until the next meeting:</p> <ul style="list-style-type: none"> • Calendar of Events • Summer Advertising Campaign
Next Meeting		<p>Thursday 17 December, 2020 at 8.30am.</p> <p>Chair: To be advised.</p> <p>NOTE: The January meeting would be only Board Members – others welcome to Zoom in if they would like to join.</p>

SIGNED AS A CORRECT RECORD:

PRINT NAME:

DATED:17 December, 2020.