

Loxton Chamber of Commerce Executive Meeting

Held in the Pyap Conference room, Loxton Hotel,
Monday the 4th of August 2014

Meeting Opened: 7:32pm

Present: Deb Uren, Sonya Altschwager, Michael Taylor, Paul Lewis, Annette Winter, Karen Kilsby, Kristy Hobbs, Crystal Petch, Ryan Seaman

Apologies: Ann Biele, Sharyn Schlein

Previous Minutes: Moved by Annette Winter 2nd Mike Taylor Carried

Business arising:

- Sharyn and Mike to organise a time to get together to work thru invoice etc
- Sonya reports that EFT is going well.

Correspondence: none in or out

Tressures Report:

- No written report for this meeting (only 1 month in to financial Year)
- \$900 has been received from the closing of "Riverland Home Based Business Network"
Discussion to use this money towards site fees for 2015 Gadget and Field Days (as the RHBN used to do for its members) the money could be put towards subsidisation over a number ideas? To discuss next year
- Mike queried amount spent on Chambers Dinner drinks as it was significantly higher than last year. Numbers were up. But note made to not replenish drinks next time.

Tabled by: Mike Taylor, 2nd Paul Lewis Carried

Business and Event Manager report

- Gift vouchers and Shopping Guides being finalised this month with less shopping guides being printed (discussion on this from previous meetings)
- Loxton News Ad, discussion for 2015 'generic ad'; without names of gold member businesses
- needs to be included in / removed from members benefits if applicable
- Sonya to check on add rotation options, may be able to list half members on one ad and the other 15+ on the 2nd to maximise impact
- Light Up Prospectus going out in August.
- Main Street awards, Sonya and Peter Ackland working on Pedal Prix submission
- Arts on Terrace (AOT), Loxton goes to sale and LMB ads have started airing on WIN TV
- Chamber of Commerce website members area has been updated to include, previous minutes of ALL meetings and LCC strategic plan
- Calendar of events will also go live on website for all to access
- Discussion on Grant application for round 19 to be sent out to members.
Suggestions for Chamber submissions included Air-conditioning for Santa's cave, Pull up banners for use by Chamber for Events

Loxton Chamber of Commerce Executive Meeting

Held in the Pyap Conference room, Loxton Hotel,
Monday the 4th of August 2014

MOTION: put forward by Ryan Seaman, 2nd by Kristy Hobbs Carried.
'For the Round 19 Community Grant Application Forms and Information sheets be sent out to Chamber Members precluding to invite that to submit applications under the Chamber of Commerce banner'

- Jag Club (Sat Nov 1st) and Swimming meet (Jan 2015) have contacted Sonya regarding Shopping specials / vouchers for use by clubs visitors.

MOTION: put forward by Crystal Petch 2nd Ryan Seaman Carried.
"For Sonya to contact all Chamber Members, giving them the opportunity to have a generic voucher created for use in shopping promotions'

**Noted that the use of codes would be helpful in gauging use of vouchers by different groups

- Sonya has been working on the SATA Submission with Pat West for the Loxton Christmas Lights Festival.
- Hologram Glasses were shown, 2 designs of stars and reindeers were selected IF we can have 2 packs of varying designs. To be given away on Reindeer road / Santa's cave.

GENERAL BUSINESS:

Strategic Plan:

- Discussion on BILLBOARD sign

MOTION: Put forward by Paul Lewis 2nd by Kristy Hobbs Carried
For Sonya and Deb to source quotes for Billboard sized advertisement to bring people to Loxton from Mildura turn off.

Ideas for once quotes are brought back:

- Source funding / donations from local service groups and grants (apply in 2015) etc
- Sign is about driving visitors to visit our town
- Tourism focus NOT chamber – No logos
- Fresh local images of workers not focused on businesses
- Tap into tourism budget from council for a joint venture
- Cycling Track: Idea put forward by Roy from Riverland Cycles, (new gold Member)
Ryan suggests 'Round 19' use grant for beware cyclist signs. Discussion needs to be had with Department of Transport re legal implications of signing it a 'Bike route'
- Training with Council: Chamber will be invited along to sessions such as customer service training, food handling, first aid training etc
- Street Banners: to take place of the Christmas banners once the Loxton Lights Festival is concluded. Discussion on cost, life span of banners, design, number of spots available etc
Resolved that it falls into a grey area of tourism. It would lift the town to have bright images and not necessarily business names.

Loxton Chamber of Commerce Executive Meeting

Held in the Pyap Conference room, Loxton Hotel,
Monday the 4th of August 2014

- River Signage: The Executive agrees more signage is needed around Loxton including at our River entrance. Karen from Loxton Hotel has been trying to get a sign there for 3 years as visitors don't know 'what's over the hill' and she wants them to 'see what they're missing' council has put her off with 'when the river bank is redeveloped' Discussed at length idea positions, slogans, etc but decided this once again fell into the 'tourism grey area'
- Surveys: Discussion on Sonya interviewing businesses using Peter Kenyon's BEAR program to utilise our \$5,000 grant from Council.
Points raised included; time it would take to survey, questions to ask etc.

MOTION: Put forward by Paul Lewis 2nd Annette Winter Carried

The Chamber is to use the \$5,00 funding from council for surveying using the BEAR program to gain more information on our members for the future.

Other general Business:

- Deb to contact Peter Ackland / Tim Tol re main street redevelopment to get the Chamber up to speed on when something is going to happen Invite to our next meeting: General September 1st to present update

Meeting Close: 9:45pm