



LOXTON CHAMBER OF COMMERCE INC. MINUTES

Meeting:	<i>Executive Committee Meeting</i>	Date:	<i>5th June 2017</i>
Chair:	<i>Deb Petch</i>	Location	<i>Loxton Hotel</i>
Time:	<i>7.30pm</i>	Taken by:	<i>Tessa Kirk</i>
Attendees:	<i>Sonya Altschwager, Sharyn Schlein, Annette Winter, Ryan Seaman, Catarina Santini, Tessa Kirk, Deb Petch, Paul Lewis,</i>		
Apologies:	<i>Kristy Hobbs</i>		

Agenda #	Topic/Discussion	Action	Responsible
•	Confirmation of previous Executive Committee Meeting Minutes dated Monday April 10 2017	<i>Moved: Paul Lewis Seconded: Catarina Santini</i>	
•	Business Arising: a) Amendment to previous minutes.	<i>Nil.</i>	
•	Correspondence in: a) <i>CC'd in on an email written by Deb Thiele to Peter Ackland after the last General Chamber Meeting. She has passed on the feedback regarding the cleanliness of the Main St toilets. They will look into putting signs up in the toilets displaying who is responsible for cleaning and a number to contact if there is an issue.</i>		

	<ul style="list-style-type: none"> b) <i>Minutes of Loxton Christmas Lights Committee Meeting held 27th April 2017.</i> c) <i>Letter from Peter Ackland on behalf of Loxton Waikerie Council in response to our letter querying the Drabsch St car parking issue. The demolition and extra parking being built is for council not public use. They are aware of current parking concerns and will be considering upgrading the Martha St car park.</i> d) <i>Tricia Yandell on behalf of Loxton High School inviting local businesses and chamber to participate in their Pathways Evening Event.</i> e) <i>Mureti Boutique emailed May 19th regarding reimbursement of vouchers redeemed in March.</i> f) <i>Ben Hahn notified us of a new email address.</i> g) <i>Tricia Yandell on behalf of the Loxton High School with an invite for a member to be on their "Pitch Panel" for the Year 11 Business Students. Also to their showcase on Wednesday June 14th 7-8pm.</i> h) <i>Email from Tim Vivian, regarding Commercial Rent research.</i> 	<p><i>Moved: Ryan Seaman Seconded: Annette Winter</i></p>	
<ul style="list-style-type: none"> • 	<p>Correspondence out:</p> <ul style="list-style-type: none"> a) <i>Email to Tricia Yandell at Loxton High School regarding Pathways Event. Notifying that we would discuss at the next meeting (tonight) and include info in our Chamber Chat Newsletter for any</i> 		

	<p><i>other businesses that may be interested.</i></p> <p><i>b) Replied to Mureti Boutique’s enquiry (see above). Notified them of payment made on the 8th May 2017 so that they could double check and advise us if it didn’t come through.</i></p> <p><i>c) Invitation to 2017 Annual Chamber Dinner</i></p> <p><i>d) Email reply to Tricia Yandell regarding the high school’s Pitch Panel invite, saying we would forward to our members.</i></p> <p><i>e) Chamber Chat May 2017</i></p>	<p><i>Moved: Sharyn Schlein</i> <i>Seconded: Catarina Santini</i></p>	
<ul style="list-style-type: none"> • 	<p>Business Arising from correspondence:</p>	<p><i>Australian Business Week opening at the Loxton High School. Catarina Santini is happy to represent the Chamber.</i></p>	<p>Catarina Santini</p>
<ul style="list-style-type: none"> • 	<p>President’s Report</p>	<p><i>Report tabled by Deb Petch.</i></p> <p><i>*Deb can no longer do the Australian Business Week opening at Loxton High School. As discussed above, Cat will take her place.</i></p> <p><i>*Sonya, Catarina and Deb have all been working on the 2017/18 budget.</i></p> <p><i>*Deb was unable to attend the recent Tourism Summit due to work commitments, however all feedback has been positive.</i></p> <p><i>*A reminder that topics raised at Executive Meetings stay at Exec. Level and are not to be raised in General Meetings.</i></p>	

		<p><i>Moved: Ryan Seaman</i> <i>Seconded: Paul Lewis</i></p>	
•	<p>Treasurer's Report</p> <p><i>See copy of report attached below</i></p>	<p><i>Report tabled by Cat Santini.</i></p> <p><i>Moved: Annette Winter</i> <i>Seconded: Ryan Seaman</i></p>	
•	<p>Business & Event's Manager Report</p> <p><i>See copy of report attached below</i></p>	<p><i>Report tabled by Sonya Alschwager</i></p> <p><i>Motion: Trial a pop up Chamber office at RLS during membership drive this year for a period of 6 weeks.</i> <i>Moved: Ryan Seaman</i> <i>Seconded: Sharyn Schlein</i></p> <p><i>Report moved: Annette Winter</i> <i>Seconded: Sharyn Schlein</i></p>	B & E M
•	<p>Woolworths Walkthrough Project: Funding Letters to Rotary and Loxton Community Centre</p>	<p><i>Update on progress: have had a meeting at the site, Steve Emery is in talks about sandblasting the walls.</i></p> <p><i>Sharyn asked for consultation and feedback on the design.</i></p> <p><i>Sonya clarified with everyone that the only say we as a chamber have is in the design of the framework not the landscaping.</i></p> <p><i>Still working on further concept plans.</i></p> <p><i>Motioned: To send funding letters to Rotary and Loxton Community Centre.</i> <i>Moved: Sharyn Schlein</i></p>	B & E M

		<i>Seconded: Ryan Seaman</i>	
•	2017 Annual Dinner: Program suggestions and RSVP update	<p><i>Was covered in Business & Event's Manager Report.</i></p> <p><i>35 people coming so far.</i></p> <p><i>Working on the menu with the Club.</i></p> <p><i>Working with Evolve on table decorations.</i></p>	
•	2017/18 Membership: Budget and membership benefits, television campaign design	<p><i>Budget Accepted.</i></p> <p><i>Moved: Paul Lewis</i></p> <p><i>Seconded: Ryan Seaman</i></p>	
•	Representation at Loxton High School: Business Week etc. (should come within Exec committee)	<i>Was clarified earlier in correspondence.</i>	
•	Outstanding Membership fees	<p><i>Corespondance was been back and forth with necessary discussions. Those still outstanding have been removed from benefits.</i></p> <p><i>Going forward we will look to:</i></p> <ul style="list-style-type: none"> <i>*offer more payment options</i> <i>*be more strict with due dates</i> <i>*add outstanding members to monthly meeting agendas</i> <i>*Sharyn will help chase up outstanding invoices</i> <p><i>Motion: All payments for next membership are to be paid by the 31st of August or date determined by production. If not paid, they are pulled from adverts, vouchers & printing material.</i></p> <p><i>Moved: Ryan Seaman</i></p>	Catarina Santini, B & E M, Sharyn Schlein

		<i>Seconded: Paul Lewis</i>	
•	General Business <i>The request was made for a strong Executive Report at all future meetings. Everyone was in agreeance.</i>		Deb Petch
•	<i>Reminder was made to connect the marketing plan and ideas matrix with every job or action we do. The whole purpose of having them is to action them.</i>		
•	<i>Corporate pull up banner design.</i>	<i>Motion: Accept design concept #3 with the addition of the Chamber website and hashtag.</i> <i>Moved: Paul Lewis</i> <i>Seconded: Catarina Santini</i>	B & E M
•	<i>Pedal Prix</i> <i>Discussions being had with Loxton Council regarding Saturday Evening Trade. Do we want to be involved as a chamber?</i>	<i>Lots of discussion around this. Needs to be made clear that the Council run this event not the chamber.</i> <i>Motion: Sonya attend the first Pedal Prix meeting and invite them to present at the following Chamber meeting to clarify Chamber involvement going forward.</i> <i>Moved: Ryan Seaman</i> <i>Seconded: Paul Lewis</i>	B & E M
•	<i>Add to the agenda at the next Executive Meeting to be discussed:</i>	<i>Update and reasses future ideas matrix. Select a sub committee for Strategic Plan</i>	Tessa Kirk
•	<i>Next Executive Meeting</i>	<i>Bring back one week to Monday 7th August 2017. All in favour.</i>	
	Meeting Close: 10pm	<i>Next Meeting: Monday 10th July 2017.</i>	

		<i>General Chamber Meeting. Venue: to be confirmed.</i>	
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Loxton Chamber of Commerce Inc					
Budget for year ending 30th June 2018					
				2017/2018	Notes
				Budget	
Income					
	Easter Donations			\$ 500.00	(10 sponsors @ \$50 each)
	Interest Received			\$ 800.00	(Term Deposit \$40,000 @ 2% for 4 months)
	Membership				
	Membership - Bronze			\$ 8,820.00	Based on 42 members
	Membership - Silver			\$ 24,510.00	Based on 57 members
	Membership - Gold			\$ 23,180.00	Based on 38 members
				\$ 56,510.00	
	Total Income			\$ 57,810.00	
Expenses					
	Advertising & Promotions				
	Media Adverts (Taylor Group)			\$ 1,035.00	(Arts on Terrace, Light Up Day)
	Production Costs (KC Prodctions)			\$ 11,400.00	(No May or March Promotion Included)
	Radio			\$ 8,131.00	(40 Gold Members)
	Television (Win TV)			\$ 14,240.00	(No May or March Promotion Included)
	Audit Fee			\$ 300.00	
	Co-ordinator Costs				
	Co-ordinator Wages (LCC)			\$ 12,750.00	
	SGC Superannuation			\$ 1,235.00	

	Workcover		\$ 250.00	
	Easter Celebrations		\$ 150.00	
	Honorarium - Treasurer		\$ 1,000.00	
	Honorarium - Website		\$ 500.00	
	Insurance		\$ 2,050.00	
	Internet & Transaction Fees		\$ 50.00	
	Member Services			
	Prospectus		\$ 120.00	
	Entertainment		\$ 400.00	2 events @ \$200 (Annual Dinner & Christmas Drinks)
	Gift Voucher Printing		\$ 750.00	
	Shopping Guides		\$ 950.00	(Reduced from 4000 to 2000 copies)
	Online Forms		\$ 120.00	
	Postage & Stationary		\$ 100.00	
	Sundry Expenses		\$ 300.00	
	Telephone		\$ 264.00	
	Contingency		\$ 1,000.00	
	Total Expenses		\$ 57,095.00	
Net Income or Loss			\$ 715.00	

**Loxton Chamber of Commerce
Business & Event Manager's Report
Executive Meeting, Monday 5 June 2017**

May Shopping promotion

- 40 Gold members, 27 participated, 17 returned total of 2,141 entries /8,000 distributed (400 more than March)

Annual Dinner

- RSVPs to date.
- Allocate a table for each Exec to fill.
- FYI regarding Here's Your Beer venue suggestion: **Marketing Plan Objective 1.** Grow overall membership by 1% annually refers to 2nd point: Extend invitation to Annual Chamber Dinner (and extraordinary training opportunities) to demonstrate benefits of network.

Arts on Terrace

- Sponsorship proposals sent to Visy Packaging, Adelaide Resource Recovery, CMV Farms 26/5/17 in addition to funding submission sent to Select Harvest on 13/4/17.
- Looking to secure creative workshops and venues now.
- Finalise brochure by end of June.

17/18 Membership

- Drafting Prospectus
- Pop up office at RLS 1st July – mid August 2017 during membership time? First step towards Chamber Office in **Future Ideas Matrix #21.**
- TV campaign draft concept feedback

General Business

- Drafts of design for Chamber Signage (**Future Ideas Matrix #12**) Ready for Annual Dinner 13/6/17.
- SA Tourism Summit Report per **Marketing Plan Objective 3.** Chamber to attend a minimum of 5 representative activities each year:
 - Presentation at VIC very well received
 - Request by SATC to provide details of Gift Voucher initiative for article in upcoming state-wide newsletter.
 - Networking with all VIC managers from around the state esp. Wentworth (feeder town)
 - Networking with local operators eg. Julie Steinert, Waikerie Golf Club who could potentially arrange ladies shopping day in Loxton (through Shopping Guide) and form relationships towards 'Off the beaten track' map idea **#7 in Future Ideas Matrix.**
 - Awareness of VICs locally eg. replenishing brochures
 - Relationship building with Loxton VIC ladies regarding potential famils and value in representation at General Chamber meetings
 - Statistics on drive/intrastate visitation in regional SA and how this is our key target, reinforcing our focus on VICs and feeder towns per **Future Ideas Matrix #6 and Marketing Plan 8.** dot point 5 (encourage sustainable overnight stays and additional publicity outside of region).

- Respect for Chamber being represented and appreciating importance of tourism in economic development.
- Representative required to open Australian Business Week at High School, Mon 3rd July 9am.
- Invitation from Business SA to annual Regional Summit 28/7/17 and notice of Business SA Regional Voice in Loxton 12/9. per **Marketing Plan Objective #5**. Network with peer groups and associations at least twice a year.
- Pedal Prix: Peter A seeks Chamber's position on Saturday evening idea and approval for Sonya (or other Exec rep to be part of discussions/coordinating committee) \$ wages v. new event attraction (**Future Ideas matrix #1**).
- Gordon Thomson, new Dir Corp & Comm Services confirmed guest at General Chamber meeting on 10th July (he starts week prior 3/7/17). Celebrate KPI met of increased numbers to general meetings.
- Future Exec meeting: After AGM 11/9/17 and election of new Exec committee we need to update and re-assess priorities for Future Ideas Matrix and select Strategic Plan sub-committee.

Budget Report

- Outstanding memberships. Improvements to reduce debtors include:
 - More payment options (paypal and credit card facilities not previously offered)
 - Request assistance from Sharyn Schlein to chase debtors
 - Add 'Outstanding Memberships' to monthly Chamber meeting agendas from August 2017 to report on status until all paid. General meetings will cover number and level of memberships only, not business names.
- Shopping Promotions. Recommendation to replace 'entry competition' type promotions with individual radio campaigns to benefit ALL gold members and maximise their promotion per **Marketing Plan Objective 2**. 4th dot point: Ensure member benefits are continually developed to remain relevant, innovative and valuable.
 - Total estimated cost for current May and March promotions = \$8,000
 - Quote received for individual radio campaigns, approx. 4 days at \$168 ea + GST. Which becomes basis of larger ongoing Chamber campaign over approx. 20 week period. Total estimated cost, based on current 40 gold members = \$8,131.20 inc GST.
- Shopping Guides Statistics from SA Regional Tourism Summit support the value in printed materials such as this 'on the ground' when tourists arrive.
 - Reduce number from 4,000 to 2,000 but maximise distribution through tourist/promotional outlets, accommodation, servo's and VICs as opposed to member businesses eg. Surf to Suit.
 - Improve process on distribution and replenishment locally, Riverland and Mildura/feeder towns.
- Membership Certificates Per **Marketing Plan 4**. Build reputation and brand awareness creating worth and value for members: Show pride in membership and build brand awareness by way of membership certificate in individual business premises. **Future Ideas Matrix # 15**.
 - Can be hard copy through printed quote from DNA \$143.00;

- or electronic version to download and print if retail/relevant OR home-based, trade and online members encouraged to display our logo through website, e-signatures and other stationery.
- East Tce PA music Currently illegal and face potential fines as we're not licenced. **Future Ideas Matrix # 20.** Benefits are great in improving background music: unique, enhances shopping atmosphere, enticing people to stay longer as they feel good about being in Loxton, identifies with contemporary surrounds, holistic approach to East Tce Redevelopment,
 - Storeplay quote \$360 per annum, curated playlists.
 - APRA approx. \$600 and PPCA approx. \$160 licences required based on background music audible to 5,000m2, one device (per Shopping Centre guidelines).