

Minutes and Action Items

Bundeena/Maianbar Tourism Promoters Working Group

<p>Attendees:</p> <ul style="list-style-type: none"> • Marnie Sigal, (seakayak at iprimus.com.au) • Marion Stehouwer,(marion_stehouwer@yahoo.com) • Maureen Keeler, (Maureen@beachhavenbnb.com.au) • Craig Feldick, (cfeldick@bigpond.com) <p>Apologies:</p>	<p>Meeting no: 1 Date: May 12, 2006 Time: 11.00am Location: Bundeena RSL Next Meeting: May 30, 11:00am</p>
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MAJOR MINUTE ITEMS

<i>Agenda Item/Topic</i>	<i>Speaker/Discussion</i>	<i>Actions/Issues</i>
<p>Sutherland Shire Tourism Subcommittee</p>	<p>Maureen mentioned that she sits on the Sutherland Shire Tourism Subcommittee and that they discuss issues relating to tourism in the larger community. As a result, there may be topics explored that could be beneficial to Bundeena/Maianbar.</p> <p>Craig noted that the Sydney Guide, (will confirm name of guide) used to have a section on the Ferry and Bundeena but that it no longer does. We need to pursue this, as it goes hand in hand with ways to promote Bundeena/Maianbar, (discussed later in the meeting).</p>	<p>1.a</p> <p>1.b</p>
<p>“The Paper” a community paper replacing the Village Noise</p>	<p>Marion received a copy of the proposed new community newspaper, “The Paper” with advertising pricing last week. Although this wont’ help us with advertising outside of the Shire, there may be opportunities for this group to promote tourism within the community for those visiting.</p>	<p>1.c</p>
<p>Tourism Signage</p>	<p>The majority of the meeting was spent discussing signage, as a information Kiosk was seen as a phase two initiative, with the following points highlighted:</p> <p>Signage outside the Bundeena Garage- Maureen noted that the Progress Committee have a large glass case that was initially built for spreading Progress Committee news, but that has not been used for some time and may be of value to us. This venue would be good for all sorts of local businesses including Tourism and Maureen will follow up with the possibility.</p> <p>The group agreed that Tourism only related signage should be investigated. Locations that appeared most suitable were in the vicinity of the Bundeena Wharf, and the entrance to Bundeena for those driving in. To start, it was agreed that the Bundeena wharf would be most effective. The signage would include a map extending from Bundeena to Maianbar and would have a numbered key listing of the businesses/services available.</p> <p>The area that could be most easily targeted was the wall on the police building outside of the wharf parking lot. Before we propose anything to Council it was agreed that we would look into pricing options (and types) of signage, and have a clear outline of the types of categories and businesses that would be listed on the sign.</p>	<p>1.d</p> <p>1.e</p>

<i>Agenda Item/Topic</i>	<i>Speaker/Discussion</i>	<i>Actions/Issues</i>
Tourism Signage	<p>The following is a preliminary breakdown of categories, but it was agreed that more investigation was required. (both on the internet and photos of other villages existing info signage)</p> <p>Emergency Services- (doctors, rural fire, police, etc) Services-(telephones, toilets, ATM's, food, etc) Recreation- (bushwalks, picnic areas, beaches, camping) Things to do- (kayaking, workshops-something at Mary's, art trail, whale watching, etc) B&B's and other accommodations</p> <p>It was agreed that a common format must be adhered to and that the listing be of only tourism related info be included. To keep things simple we would mark walking trails and the art trail with dotted lines with an area indicated where more information was available, i.e., the IGA for art trail brochures etc.</p>	1.f
	<p>There was also some discussion about how to ensure the professionalism of the groups and businesses advertised on the signage. Further discussion required. For the B&B's, and other accommodations that have been involved in Biz Talk, Maureen will confirm the contacts and relevant information.</p>	1.g
Promoting Winter Tourism	<p>There is a lot of possibility for cross promotion of local businesses but we need to see the results of the survey to help assess the links. In particular the survey refers to packaging and this is where we could start to identify the common links.</p>	1.h
	<p>We would also like to ask everyone in the group to help us to identify free publicity outlets, i.e., the leader, good weekend, radio station broadcasts, etc where we can start to promote Bundeena. The group will put together a "common" statement to include as many activities and services that we have.</p>	1.i

CURRENT AND NEW ACTIONS

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
1.a	Maureen to follow up with Jenny Stefas to see if the working group can have access to the agenda and minutes of the Sutherland Shire Tourism Subcommittee.	Maureen	12/05/06	
1.b	Craig to bring "Sydney Guide" to the next meeting and discuss possibilities.	Craig	12/05/06	
1.c	Marion will contact "The Paper" to see if we can submit articles relating to tourism that they will publish free of charge.	Marion	12/05/06	
1.d	Maureen to discuss the possibility of using the garage signage at the next Progress Committee meeting	Maureen	12/05/06	
1.e	Marion and Craig to look into signage options and possible costs, and report back to the group	Marion & Craig	12/05/06	
1.f	All of us to look on the internet for examples and to take pictures of existing signage	Marnie, Marion, Maureen & Craig	12/05/06	
1.g	Maureen to confirm we have all relevant info for the B&B's and other accommodations- and will circulate	Maureen	12/05/06	

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
1.h	Jenny to tell us who has and hasn't completed the survey so that we can follow up with them. Once this is done, the group will look at the "packaging" area to try to identify the links	Jenny	12/05/06	
1.i	Everyone to email any ideas for getting free publicity for the businesses we represent.	Everyone!	12/05/06	