

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 Keller, (maureen@beachhavenbnb.com.au)? Martin Lochrin, (chezzyhughes@primus.com.au)? Jenny-Lee Stefas, (jstefas@ssc.nsw.gov.au)? Janet Selby, (janetselby@bigpond.com)? Michelle Clark, (michelle@bodyshift.com.au)? Glenn Holdstock, (gholdstock@ssc.nsw.gov.au)? Gwyn Cleeves, (gcleeves@ssc.nsw.gov.au) <p>Apologies:</p> <ul style="list-style-type: none">? Craig Feldick, (cfeldick@bigpond.com)	<p>Meeting no: 4</p> <p>Date: June 28, 2006</p> <p>Time: 11.00am</p> <p>Location: Bundeena RSL</p> <p>Next Meeting: Fri, July 14, 11:00am</p>
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MAJOR MINUTE ITEMS

<i>Agenda Item/Topic</i>	<i>Speaker/Discussion</i>	<i>Actions/Issues</i>
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Agenda Item/Topic	Speaker/Discussion	Actions/Issues
Bundeena/Maianbar Signage	<p>This meeting was almost entirely dedicated to discussion on issues relating to signage.</p> <p>Jenny-Lee had arranged for Glenn and Gwyn from Council to present material to the group on signage. Gwyn proceeded to outline Councils signage methodology and standards. It was further noted that both the RTA, and Parks have their own formats that need to be adhered to, depending on where the signs are located.</p>	
Map/Key signage prototype and locations	<p>Marion then introduced Janet, (graphic arts designer) and the work that she has started on the concept of a map/sign that we would like in the following locations.</p> <ol style="list-style-type: none"> 1) The parking area at the turnoff to Maianbar on the road to Bundeena 2) The Council nature strip in front of the Bundeena parking area adjacent to the Hordens Reserve (due to visibility and other issues, this location is better suited than the wall on the council owned building in the parking lot) <p>It was confirmed that Janet could proceed with a map and key type sign, but it was pointed out that Council produced signs on Council land could not contain private business information. As such, we decided that we would move ahead with the concept but only put local Tourism business information on the signs/brochures that we distribute from private property. Janet will work with Gwyn to come up with a prototype. In any case, a standard format will be adhered to for consistency.</p> <p>Janet also showed the group the preliminary work that she has done on a Bundeena/Maianbar logo. We did not have much time to discuss though everyone liked the logo and it will need to be discussed further at the next meeting.</p>	4.a
Information Centre in the Manna Café	<p>Marnie then relayed to the group the offer from the Manna Café to include Tourism related information in their café. The Manna will now have two locations and one of them could contain artists' work as well as brochures, etc for tourists coming into the area. Jenny-Lee mentioned that Council have an accredited Level 3 information course through AVIC (Australian Visitors Information Centres) that Jeff or Libby from the Manna could participate in. This may be quite advantageous and we will follow up on it.</p>	4.b
How to pay for the Signage	<p>Although Gwyn said that he has some funding available for signage, it may not be enough for what we need. Michelle suggested that we have a fundraiser to raise awareness and get some monies allocated for the signs, for the graphic design work, and for the printing of brochures, etc. This was discussed in great detail, as the whole issue could also be used as a media release vehicle. Glenn suggested that we get our local politicians on board, and we decided that the date for the fundraiser would be in early September to coincide with the Market day and Art Trail. Glenn also noted that it may be in our best interest to start polling visitors on where they are from, how they got here and how much they spend here. The results of this may be of use to us when canvassing for our signs etc.</p>	4.c
RTA Signage	<p>We need to follow up with the RTA on other signs that we can have assigned for Bundeena. Unfortunately the RTA signs do not make it clear that there are also facilities in Bundeena.</p>	4.d
Article for "The Paper"	<p>Marion sent out the draft information article about the Tourism working groups initiatives to the group, but it was decided that further revisions would be beneficial considering our plans to have a fundraiser, etc. Marion will work on this and distribute to biztalk for comments.</p>	4.e

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CURRENT AND NEW ACTIONS

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
2.a	Jenny to arrange meeting to discuss the Sutherland Shire Tourism Subcommittee	Jenny	30/05/06	TBA
2.c	Craig will send out draft of a Bundeena/Mainabar press release once Jenny has had time to review	Craig	30/05/06	Ongoing
3.b	Marion and Marnie will work on the overall look of the signage incorporating a mock logo. Marnie to follow up with Jenny about logo making sure that this isn't at cross purposes with anything that the Council would do. Once we are ready, we will send out a notice to the community inviting their participation in competition for the best logo and catch phrase. Marnie will email this invitation out.	Marnie	27/06/06	Ongoing
4.a	Janet, our graphic designer has been allocated this task. She has submitted the first draft logo, and as a group we need to work out how we will proceed. Janet will work with Gwyn from Council on preparing the first map/key draft signage, which will be the prototype for the Council sign as well as the private tourism businesses signs.	Janet	28/06/06	Ongoing
2.i	Marnie will put together a draft of the Tourism information that we would like placed in the Audley Visitors centre- after investigating what we can and cannot include. Marnie has indicated that we can put up our own brochures etc at Audley, but will still follow up as to whether we can have our own section for all Bundeena/Maianbar related items Marnie is awaiting information from Audley	Marnie	30/05/06	14/07/06
2.l	Marion to follow up with the group on their surveys and map the results (Marion has sent a reminder to the group- and John will post the survey on bundeenainfo.com for those who have misplaced etc)	Marion	30/05/06	Ongoing
4.b	Jenny-Lee to provide us with information on the course, (are there costs, how much time is involved etc) which we will then pass along to Jeff	Jenny-Lee	28/06/06	14/07/06
4.c	We need to organise a fundraiser for signage. This issue will need to be more fully discussed at the next meeting. Any ideas/suggestions are welcome from the group	All	28/06/06	First Sunday in Sept
4.d	We need to clarify our position on RTA signs for Bundeena. Should be discussed further at the next meeting	All	28/06/06	Ongoing
4.e	Marion to revise "the paper" article to include fundraiser initiative	Marion	28/06/06	14/07/06

CLOSED ACTIONS

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
1.a	<p>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.</p> <p>(Maureen discussed the issue with Jenny and it was determined that the agenda and minutes would be of little use to the group. Instead, Jenny will arrange a meeting to discuss the Subcommittee in about a months time, and Maureen will keep us informed of any issues that may be of relevance to the group)</p>	Maureen	12/05/06	Complete
1.b	<p>Craig to bring "Sydney Guide" to the next meeting and discuss possibilities.</p> <p>Marnie to follow up with related information- see action 2.b</p>	Craig	12/05/06	Complete
1.c	<p>Marion will contact "The Paper" to see if we can submit articles relating to tourism that they will publish free of charge.</p> <p>Yes- and Marion will kick off with Aug issue</p>	Marion	12/05/06	Complete
1.e	<p>Marion and Craig to look into signage options and possible costs and report back to the group.</p> <p>(Craig provided cost from his contact. Craig will put together a draft and follow up with Jenny. See action 2.h for next step action)</p>	Marion & Craig	12/05/06	Complete
1.f	<p>All of us to look on the internet for examples and to take pictures of existing signage.</p> <p>(photos will be emailed if not already done so)</p>	Marnie, Marion, Maureen & Craig	12/05/06	Complete
1.g	<p>Maureen to confirm we have all relevant info for the B&B's and other accommodations- and will circulate</p> <p>(this has been done- Marion to post on bundeenainfo.com)</p>	Maureen	30/05/06	Complete
2.d	<p>Marion will put the contact list of agencies for press releases up on bundeenainfo.com, and will ask the group for any other contacts that they may know of.</p> <p>(this has been done- Marion to send out email)</p>	Marion	30/05/06	Complete
2.f	<p>Maureen to let us know whether the Progress Committee was receptive to the idea of using the Garage display case.</p> <p>(The Progress Association has agreed to allow us the use of the board at the garage. Maureen Keller to be responsible for it, and the association can at any time withdraw this benefit if the board is not kept in proper order)</p> <p>At the next meeting we need to organise how the board will look and what information will be put in</p>	Maureen All	30/05/06	Complete
2.j	<p>All of us should go to the proposed signage site (police contact/aged care) building on a Monday to see what is happening their and whether it is appropriate to add some Tourism related information</p>	Marion, Marnie, Maureen, Craig	30/05/06	Complete
3.a	<p>Marnie will send out an email to tell everyone about the Visit NSW site and to get them to sign up their info their for free</p>	Marnie	30/05/06	Complete
2.d	<p>Ammended action (Marion to send out info on press release contacts as well as the list of accommodations)</p>	Marion	27/06/06	Complete
2.e	<p>Marion will work on an article for "The Paper" incorporating what we are doing as a group, the projects we are working on, i.e., signage around the village, and other related items like the Bazaar.</p>	Marion	30/05/06	Complete- Though new action has

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	The article was completed and circulated before the June 28 th meeting. However, due to issues regarding financing the signage, Marion will amend the article and re-circulate. See action 4.s)			arisen
2.g	<p>Maureen to send out signage info when she receives it.</p> <p>(Maureen received the Hawksbury information on signage and shared this with the group. In the covering letter from them they also mentioned that we can apply for a grant to help pay for the signage. We need to follow up on this with Jenny)</p> <p>Issues regarding funding for a sign was discussed at the June 28 meeting with Council representation. There is some funding available, though we may need to also get the community involved in raising some of it. See minutes for discussion</p>	Maureen	30/05/06	Completed
2.h	<p>With Craig away, Marion will follow up on the signage task and come up with a mock version that we can at least use at the gas station.</p> <p>Marion, Marnie and Janet met to discuss the sign, and Janet has been assigned to work with Council to come up with an appropriate look. (see new action 4.a)</p>	Craig Marion Marnie	30/05/06	New action (4.a)
2.k	<p>Marnie to follow up with Sue on Whale watching- Marion to follow up with Bundeenainfo.com, on how we can promote this more extensively. We will email out for any jpeg's of whales that someone in our community may have taken.</p> <p>(Marnie has followed up with Sue, and there may be some ways to further promote whale watching though this has been taken off of our actions list while we dedicate time to signage. John is more than happy to have Sue put up an article in bundeenainfo.com, but has been unsuccessful in getting local shots of whales)</p>	Marion and Marnie	30/05/06	Complete