

Minutes and Action Items

Bundeena/Maianbar Tourism Promoters Working Group

<p>Attendees: Marion Stehouwer, (marion_stehouwer@yahoo.com) Maureen Keller, (maureen@beachhavenbnb.com.au) Craig Feldick, (cfeldick@bigpond.com) Michelle Clark, (michelle@bodyshift.com.au)</p> <p>Apologies: Marnie Sigal, (seakayak at iprimus.com.au) Janet Selby, (janetselby@bigpond.com)</p>	<p>Meeting no: 5 Date: July14, 2006 Time: 11.00am Location: Bundeena RSL Next Meeting: Fri, Aug 4, 11:00am</p>
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MAJOR MINUTE ITEMS

<i>Agenda Item/Topic</i>	<i>Speaker/Discussion</i>	<i>Actions/Issues</i>
<p>Council meeting regarding signage</p>	<p>Marion relayed to the group that Janet had attended a meeting with Council regarding signage in the new Hordens reserve. Essentially Council will provide two map signs- one at the wharf and one at the new entrance to the park. Due to the fact that we cannot include tourism related businesses on these signs, the group decided that we would continue to work on our own map signs that we will produce and have situated at the Garage and smaller pocket sized maps that we can distribute via the Manna (if applicable) the IGA, etc, for people coming into town.</p> <p>Marnie has agreed to follow up with Jenny-Lee to see if we can have representation with Council working on the map/signs to ensure that we capture all tourist related activities and to keep consistent between our groups the look and feel of the map/signs</p> <p>Janet will proceed with our tourism map/sign, using the Council style map (for consistency) but we will need to discuss the costing of such with the wider group. It was suggested that the best way to pay for the printing and design, would be to ask each business to contribute a fee (for the first year probably \$20 to include design costs) and in resulting years an annual \$10 fee for continued printing. (This is a guesstimate as we would need to find out the exact cost for printing depending on the type of paper used etc) The general idea is that whoever contributes a fee will be listed on the map. Michelle noted that John Griffiths has a marketing company that has produced the printing for the Cronulla guide and that we should contact him for pricing.</p> <p>This approach seemed to be more efficient than trying to start up a fundraiser as Maureen had indicated that we would have to be incorporated to proceed with a fundraiser and there were other complicating issues to deal with if we followed this route.</p>	<p>5.a</p> <p>5.b</p> <p>5.c</p>

<i>Agenda Item/Topic</i>	<i>Speaker/Discussion</i>	<i>Actions/Issues</i>
RTA Signage	It was agreed that we still have to push for RTA signage as there are no RTA signs indicating facilities in Bundeena. We would like the following facilities highlighted: Garage Ferry/Wharf Accommodation Shops Dining Galleries/Art Studios Water sports Camping Maureen will follow up with Jenny-Lee to see what we can get included. This sign would be located near the turnoff to Maianbar so that visitors realise that there are also facilities in Bundeena. (Currently it appears as though there is only accommodation and shops at Maianbar) Maureen will also follow up with Jenny-Lee regarding the pocket sized map.	5.d
Mock Logo	Janet has put together a mock logo which was discussed at this meeting. Some changes were requested, and once Janet has completed this we will send out to the group for comment. However- this is just a mock up- we still want to ask the community for their input and so we have asked Maureen and Craig to raise this at the next progress committee meeting to see if they will include the mock up in their next newsletter – requesting comments and other designs. This seemed to be the best way to get the idea out to the community.	5.e
Press Release	Craig will follow up with Jenny-Lee about the Tourism Press release that he has drafted. Craig will also follow up with Dorothy regarding the Bundeena by the Sea markets for a September release as this would be a great opportunity to promote tourism in Bundeena/Maianbar. In the meantime, Maureen will also speak with Dorothy to get info regarding the Markets, (dates, times, wet weather conditions, etc) into the Garage Info board.	5.f 5.g

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
5.f	It was thought that a press release would be a great idea for the markets by the Sea which will be starting soon. Craig will follow up with both Jenny-Lee and Dorothy.	Craig	14/07/06	
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. Janet, our graphic designer has been allocated this task. She has	Marnie	27/06/06	Ongoing

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
4.a	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
5.e	Janet to complete changes to logo. Marion to write up a brief regarding the logo for the progress committee, and Craig and Maureen to raise the issue at the next meeting to be held July 25 th .	Marion, Maureen, Craig	14/07/06	By July 25
2.i	<p>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.</p> <p>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</p> <p>Marnie is awaiting information from Audley</p>	Marnie	30/05/06	14/07/06
2.l	<p>Marion to follow up with the group on their surveys and map the results</p> <p>(Marion has sent a reminder to the group- John has posted on the web and Marion to follow up with Jenny-Lee)</p>	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
5.a	Marion to follow up on this with both Jenny Lee and Jeff	Marion		
4.d	We need to clarify our position on RTA signs for Bundeena. Should be discussed further at the next meeting.	Maureen and Jenny-Lee	28/06/06	Ongoing
5.d	Maureen has agreed to follow up on the RTA signs with Jenny-Lee (see minutes for details on signs), and to get us a copy of the pocket sized map.			
4.e	Marion to revise “the paper” article to include our initiative for the map/sign brochures for the businesses in Bundeena and Maianbar.	Marion	28/06/06	14/07/06
5.b	Follow up with Jenny-Lee to see if we can have representation with Council working on the map/signs to ensure that we capture all tourist related activities and to keep consistent between our groups the look and feel of the map/signs	Marnie and Jenny-Lee	14/07/06	
5.c	We need to determine how much it will cost us to produce the map/signs and then approach each of the businesses to see if they would like to be involved. In the meantime we can at least continue with the mock up so that people will have an idea of how it will look.	Marion and Janet	14/07/06	
5.g	Maureen will speak with Dorothy to get info regarding the Markets, (dates, times, wet weather conditions, etc) into the Garage Info board.	Maureen	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.,</p>	Marion	30/05/06	Complete- Though

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	<p>signage around the village, and other related items like the Bazaar.</p> <p>The article was completed and circulated before the June 28th meeting. However, due to issues regarding financing the signage, Marion will amend the article and re-circulate. See action 4.s)</p>			new action has 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
4.c	<p>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</p> <p>Fundraiser no longer applicable. See action 5.c</p>	All	28/06/06	New action 5.c