

Minutes and Action Items

Bundeena/Maianbar Tourism Promoters Working Group

<p>Attendees: Marion Stehouwer, (marion_stehouwer@yahoo.com) Maureen Keller, (maureen@beachhavenbnb.com.au) Marnie Sigal, (seakayak@iprimus.com.au) Meg Galvin, (galvinpublishing@iprimus.com.au) Michelle Clark, (michelle@bodyshift.com) Martin Lochrin Ray</p> <p>Apologies: Craig Feldick, (cfeldick@bigpond.com)</p>	<p>Meeting no: 7 Date: August 25, 2006 Time: 11.00am Location: Bundeena RSL Next Meeting: Fri, Sept 15, 11:00am</p>
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MAJOR MINUTE ITEMS

<i>Agenda Item/Topic</i>	<i>Speaker/Discussion</i>	<i>Actions/Issues</i>
General Meeting	<p>We are still on target to have the general meeting Oct 20 from 11:00-12:30</p> <p>-Jenny-Lee has agreed to present on the Sutherland Shire Tourism Subcommittee. -Marnie will present on the Logo competition -Meg will present on the Tourism Map- (including Tourism A-frame signage and wall or brochure space at Audley Information Centre) -Craig will present on the Chamber of Commerce</p> <p>Each of the speakers have 6 minutes to present and 4 minutes for questions etc. Marion will send out agenda to speakers and will email meeting details closer to the date.</p>	
“Markets by the Sea” Press Release	<p>The press release was completed by Craig, but while he is away Michelle will follow up with Jenny-Lee on how to distribute etc, and will do the emailing</p>	<p>7.a 7.b</p>
Audley Information Centre	<p>Maureen has discussed the Audley Information Centre details with Jenny-Lee who will be setting up a meeting with Peter Hay, and Meg to discuss further and hopefully come to a resolution.</p>	7.c
Bundeena Information Site	<p>Marion followed up with Jeff from the Manna and due to current circumstances (the Manna will have one location vrs the two they were thinking of) it is not feasible to have an information site there. However, Jeff is still open to the idea of having a Tourism information A-frame in front of the Manna. We will need to consider and discuss further. Marion also mentioned that Janet has received a copy of the map that Council will be using. Marion will circulate to the group</p>	7.d

<i>Agenda Item/Topic</i>	<i>Speaker/Discussion</i>	<i>Actions/Issues</i>
Map production	<p>Galvin Publishing have considered the idea of expanding on their current map to include businesses that only want on the map at a lower cost. Meg will confirm pricing- but indicated a range between \$20 and \$30. People who buy an ad will be included on the map for free. Meg also agreed that if the copies of the guide run out, Galvin publishing will provide single copies of the map for the information sites. The map will also be enlarged for the A-frame, for Audley, the service station, and any other sites that are relevant.</p> <p>From this discussion it was also clear that the map must be a shared commodity between Council, Galvin Publishing and our Tourism group. We need to support each other's businesses and need to find ways to do this in the most appropriate way. As such, the initial ideas of having a one stop guide to services and activities in Bundeena needs to be re-thought. Marnie has agreed to set up a meeting to do this and to then report to the group.</p>	<p>7.e</p> <p>7.f</p>
Sydney Wide Publicity	<p>Ray discussed the advantages to targeting inner city areas with ads etc encouraging people to come to Bundeena. In the past, he and some of the other accommodations did this and it was quite successful. Ray has agreed to outline his ideas and to come up with some preliminary costs for the next meeting.</p>	<p>7.g</p>

CURRENT AND NEW ACTIONS

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
	Jenny-Lee to arrange meeting to discuss the Sutherland Shire Tourism Subcommittee. (was suggested that we have Jenny-Lee present this at the next General meeting if possible) Jenny-Lee has confirmed that she will speak. Marion will send out agenda to the speakers	Jenny Marion	30/05/06 25/08/06	TBA
7.a		Marion	25/08/06	
7.b	Michelle to complete the press release process for the “ markets by the sea”	Michelle	25/08/06	
7.c	Maureen will follow up with Jenny-Lee on how we can make better progress with the Audley information centre in setting up a Bundeena/Maianbar section and possible inclusion of the map. Maureen has done this, and as a result, Meg will follow up with Jenny-Lee on the meeting with Peter Hay	Meg	04/08/06	
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		
7.d	We have decided to follow up on the Tourism Information A-frame which will include the map and brochures. Location for this will be determined at a later date. Marion will follow up on this, and will send the copy of the map to the group.			
6.d	Meg has agreed to follow up on costs with her publisher (for a pocket map and for 1000 copies of single sheet distribution) and to determine what fee Galvin publishing would charge for local businesses to have their name, location and phone number listed on the Visitors guide map and key.	Meg	04/08/06	
7.e	Meg to confirm pricing for businesses that want representation in the guide on the map.			
7.f	Marnie will setup a meeting to discuss the map/activities brochure	Marnie	25/08/06	
7.g	Ray will outline idea for Sydney wide advertising and come up with some preliminary costs	Ray	25/08/06	

CLOSED ACTIONS

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
1.a	Maureen to follow up with Jenny Stefas to see if the working	Maureen	12/05/06	Complete

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
	<p>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>			
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> <p>The article was completed and circulated before the June 28th</p>	Marion	30/05/06	Complete- Though new action has arisen

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	meeting. However, due to issues regarding financing the signage, Marion will amend the article and re-circulate. See action 4.s)			
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
3.b	<p>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.</p>	Marnie	27/06/06	Complete
4.a	<p>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.</p>	Janet	28/06/06	Complete
5.e	<p>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 25th.</p>	Marion, Maureen, Craig	14/07/06	Complete

<i>Reference</i>	<i>Description</i>	<i>Action By</i>	<i>Original Action Date</i>	<i>Revised Action Date</i>
2.c	Craig will send out draft of a Bundeena/Mainabar press release once Jenny has had time to review.	Craig	30/05/06	Complete though still awaiting comment by Kylie
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	Complete though some follow up required-see new action 6.c
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	30/05/06	Complete though some follow up required-see new action 6.c
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	Complete
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	Complete
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	Complete
6.a	Craig to send copy of press release to Dorothy to sign off on. Still waiting on Kylie's comments.	Craig	04/08/06	Complete
6.b	Minor changes to be completed by Janet, (fade orange to yellow to white and to increase slightly the natures masterpiece font). Craig to send changes to Maureen who will pass on to Neil, and Craig to send longer version to John for publishing in bundeenainfo.com	Janet, Craig, Maureen and John	04/08/06	Complete
2.l	Marion to follow up with the group on their surveys and map the results (Marion has sent a reminder to the group- John has posted on the web and Marion to follow up with Jenny-Lee) It was agreed that this is not an urgent matter and that it can be put on hold for the time being	Marion	30/05/06	Ongoing
6.g	Craig to get background information on the Chamber of Commerce, get an idea of how it may help the group (for grant submissions etc) and present to the group at the general meeting	Craig	04/08/06	Complete
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	Complete
6.f	Meg will follow up directly with Maritza (Maritza has agreed that we can meet and discuss)	Meg	04/08/06	