

Gundagai Shire Council
TOURISM ACTION COMMITTEE
Meeting Number: 67
Wednesday 8 June 2016

MEETING COMMENCED: 8.45am

PRESENT: Mike Kingwill (Chair), Miriam Crane, Renee Lindley, Wendy Elphick, Jann New, David Ferguson

APOLOGIES: John Morgan

CONFIRMATION OF MINUTES OF LAST MEETING:

Move: Mike Kingwill

Second: Miriam Crane

That the minutes of the last meeting be accepted.

CORRESPONDENCE:

NIL

CURRENT STANDING COMMITTEE

Jann asked what happens now with our committee and with the decision making process?

Miriam explained that the TAC continues on as is, with regular meetings held each month. However, instead of minutes and recommendations being put forward to Council members, these will now be taken to our administrator Christine Ferguson.

RECRUITMENT OF NEW MEMBERS

Jann expressed her disappointment at Abb not being part of the Committee any more due to the legal process and changes within Council. All felt our Committee would have little to no effect on the legal process, so Jann suggested Abb be invited back on to the TAC as a member of the community.

All agreed and felt we also needed another ad placed in the paper to attract new members. The Committee was also asked to think about people we could tap on the shoulder to apply for the Committee.

Move: Renee Lindley

Second: David Ferguson

That a recommendation be made to the administrator to send an invitation to Abb to come back on the TAC (in the capacity of a member of the community) and that ads be placed in the paper to invite other community members to apply for membership of the TAC.

FUNDING OPPORTUNITY

David discussed the \$50,000 grants that have become available to community groups and projects. Miriam has already developed a list of those potential projects / groups where funding is required. Once a decision has been made on how the grants will be split between Cootamundra and Gundagai, we will move forward

with promoting the grants and application process (and approach relevant groups directly), including a public workshop to assist groups with the application process.

SUNDY IN GUNDY CALENDAR

Wendy provided an update on the last two months, saying that stall holder numbers were up and all seemed very happy with how Sundy in Gundy was progressing. Miriam thanked Wendy for her time in checking-in on all stall holders, collecting money etc.

Wendy advised that Shaun Ryan has approached the VIC about doing regular open mic sessions at the Sports Club, commencing with the June Sundy in Gundy. It is proposed that a good way of promoting the sessions would be for Shaun and others involved to play some music up the street during the morning of Sundy in Gundy, to encourage people to go to the sessions in the afternoon.

The Railway is also doing an open day on the June Sundy in Gundy.

It was decided to defer a decision about changing the format of Sundy in Gundy until our October meeting and continue on as-is for the rest of the year.

OTHER BUSINESS

Overall Marketing Strategy

Renee discussed her concerns regarding the lack of marketing outside of Gundagai, to attract visitors. This has been discussed previously and forms part of our overall tourism strategy, however, it was felt that it is now time to act on this aspect of the strategy and get a marketing campaign in place. There are a number of low cost marketing and PR opportunities that could be explored.

Move: Renee Lindley

Second: Miriam Crane

That a recommendation be made to the administrator for an additional budget of \$15K in the 2016/17 budget to be made available for the commissioning of a marketing strategy.

Style Guide and Changeable Signage

Miriam advised that the draft designs for the changeable signs in front of the VIC and the draft style guide will be circulated to the TAC for comment prior to the June council meeting.

TAC Meeting Closure - 9.37am

The TAC was joined by the Main Street Committee at 9.37am to discuss the main street art elements.

SLATE WALLS

Move: Gordon Lindley

Second: David Ferguson

That a recommendation be made to the council administrator that all of the completed retaining walls on the main street be rendered, and that the local slate instead be used for retaining walls/elements in front of the NRMA Office and Gundagai Real Estate, and also considered for walls in the second half of the street.

LETTERING

Joe Morton presented the group with some sample lettering for use on the rendered walls in the block between the Theatre and Gundagai Real Estate. The lettering was of type font 'Normande' and approximately 35cm in height. The group were happy with the font proposed and requested that Joe come back with costings for the lettering in stainless, aluminium, powder coated steel and uncoated steel finishes. The writing is proposed to read *"There's a track winding back to an old fashioned shack...along the road...to Gundagai"*.

NEXT TAC MEETING: Wednesday 13 July 2016 at 8.45am, followed by main street meeting at 9.15am.