

## **Mogo Village Business Chamber Ltd**

### MINUTES OF MEETING

Held on  
Monday 9 October 2017

MEETING OPENED: 5.36pm

PRESENT: Will Procter, Sue Procter, Phil Mayberry, Maureen Nathan, Janet Kininmonth, Teresa Horsburgh, Barry Horsburgh, Janine Adams, Vicki Pamount-Reid, Richard Adams, Juanita sharp, Dee Bunyan, Peter Smith, Chris Jones, Sarah Cooper .

APOLOGIES: Corey Peterson, Kim Maclennan, Gayle Smith, Ray Baldry.

MINUTES OF PREVIOUS ORDINARY GENERAL MEETING held on 4th September 2017 accepted as a reasonable record of the last meeting, moved by Vicki seconded by Barry.

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### **ACKNOWLEDGEMENT OF NEW MEMBERS**

No new members. Existing members reminded to renew membership.

### **BUSINESS ARISING FROM MINUTES OF PREVIOUS ORDINARY MEETING**

#### **Ad Blitz Update**

##### TV AD.

- Chris Jones hosted a preview of the TV advertisement at Sydney St Gallery Thursday 5 October. The advertisement was generally very well received. Peter Smith was thanked for organising drinks and nibbles.
- Advertisement goes to air Sunday 15 October 2017.
- Phil Mayberry's analysis showed that there were 11 products and 9 places in the ad. He indicated that he thought this spread could be more equitable. Most people agreed but it was decided that we could not afford the extra cost or delay to change the ad, so we would bear it in mind for the 30 second commercial.
- Peter made the point that the ad had elicited a favorable response from everybody he had shown it to.
- Council to put ad on their Website and Facebook page. Maureen to check whether it can go on the rolling screen display at the Council Administration building.
- Janine Adams mentioned that a couple of people commented that the ad was hard to see on a mobile, but Chris assured everybody it was cross-platform.

##### RADIO AD

- No changes to radio ad necessary, however we have the opportunity to modify this ad four times when needed free of charge.
- Dee offered a reduced rate for a separate business specific radio advertising for the Blitz participants. She distributed pamphlets to those present, Richard to circulate the offer to other local businesses via email. See attachment.

##### NEWSPAPER AD

- Rod acknowledged the great job the other media had done with their ads, his will mirror their approach. The first fortnightly ad will be on 19 October and will run for 12 weeks. He presented 3 mock-ups to choose from: 4, 12 or 24 of the images present in the tv ad. The consensus was four. These images will be changed on each publication.

## MAP

- ESC kindly contributed last year to the printing and layout of the map, this year the MVBC will be responsible for the funding. Businesses which have not contributed to the Mogo advertising campaign will have the opportunity to contribute as per last year. Any business which declines to contribute will not have their shop name or contact details on the map; instead it shall read retail or food. The map will also have 'See it, Feel it, Love it' incorporated in the layout.

## GENERAL BUSINESS

### Treasurer's Report

- Juanita Sharp indicated that there is currently \$17067.90 in the Chamber Account.
- Accounts to pay this month: \$1404.70 to Goose Boy for TV ad, and Peter to be remunerated for cost of TV ad preview drinks and nibbles.

### Fund Raising Committee's Report

- The Committee have been meeting regularly to plan the Christmas Gala (9 December '2017) and Mogo Village Fair (9 June 2018). There is a planning meeting with Lisa and Tina from ESC on 13<sup>th</sup> October.
- Volunteers to help for both events and fundraising would be greatly appreciated. They intend to invite the local not-for-profit organisations to help and have made enquiries with Bunnings regarding holding sausage sizzles there in order to improve sales.
- Maureen suggested they contact Roger Middlebrook from Long Beach Progress Association regarding event planning. She also indicated that there may be incubation grants available for the proposed Fair in particular. The Committee will pursue this with Sarah from Council.
- Details of Christmas Gala: it will be held between 10am and 6pm on Sat 9 Dec. Its purpose is to link the Residential and Business Communities of Mogo and to encourage people to come to Mogo for shopping. There will be family and children's events, promotion of 'hidden' businesses, competitions, and raffles. Most traders with a shopfront have kindly agreed to contribute gifts and vouchers. These need to be delivered to Hidden Treasures or Mogo Collective ASAP. The Management Plan required by Council has been completed and submitted. It may be viewed by contacting Teresa Horsburgh at Rosemont Patchwork. Fundraising in order to hold the Gala will need to be in the vicinity of \$6000 to cover prizes, sausage sizzle setup, advertising signs, porta-loos, activities setup and raffle printing. The major raffle prize is a \$3000 travel voucher, \$1000 travel voucher second prize and donated \$500 third prize voucher.

### Mogo Parking Signs

- Phil indicated that he finds Council's response to the Chamber's request to move the new blue parking sign to be unsatisfactory, and that he would like the Chamber to pursue it further. Will and Sue Proctor agreed. Richard advised those individuals unhappy with Council's response that they should pursue it further individually. Sarah and Maureen agreed that individual, non-formulaic letters to Council reinforced by anecdotal and pictorial evidence, would have more influence. These may be emailed and should be addressed to both:
- [Council@esc.nsw.gov.au](mailto:Council@esc.nsw.gov.au)
- Councilors@esc.nsw.gov.au

Phil Mayberry volunteered himself as the contact person for those wishing to lodge a letter with Council.

### Tourism Networking Event

- Held at Mogo Gold Rush Colony. A record 132 people attended. The notion of 'Tourism Operator' now includes any business which caters significantly for Tourists. Tourists are considered to be people who travel to the Eurobodalla Shire from outside the Shire.

### Accessibility for Mogo

- Accessibility, according to Trip Advisor's definition, is a term that encompasses more than just

wheelchair accessibility. It encompasses access for people with prams, mobility issues, non- English speakers, people with Visual and aural impairment, and so-on. There are also criteria regarding step heights and number, ramp grade and length, door width and aisle width. And finally a friendly and welcoming attitude from business operators is essential.

- If Mogo Businesses all became accessible according to this definition, it would be a powerful local, national and international internet marketing tool. It is akin to the old 'secret shopper' retail assessment founded by the Retail Association of NSW.
- Richard volunteered to explore the requirements for Mogo to be listed as an entity with Trip Advisor.
- Sarah to circulate an information booklet about Accessibility.

#### Facebook Rules of Conduct

- Bec Di-Filippo currently administers the Mogo Village Facebook Page. In an email to Richard she indicated that a few Mogo businesses have been posting questionable things on the Page recently. She would like to remind everybody to read and abide by the Facebook Code of Conduct. Any questions please send her an email or send her a message on the Village Page. Please see the attachment.

#### Sale of Stone Statues

- Will Proctor tabled a motion that he be permitted to sell stone features as a fundraising event for MVBC. The idea was discussed and will not be pursued. Other Fundraising ideas were discussed and the Events Committee will continue to explore alternative.

#### Park Furniture Refurbishment

- Richard called for volunteers to help refurbish the John St Park furniture. These people should contact him. Vicki to ask the Mogo Woodies whether they would make a sign for the Park, using the recycled windows Richard has.

#### OTHER BUSINESS

##### Signage

- Sarah indicated that Council is currently preparing a Sign Policy Review. Council will consult with all Business Chambers as part of this process. It was agreed that this would be a good opportunity for the Chamber to review their town signage and possibly obtain funding via a grant. To be discussed further at our next Chamber meeting.

#### **National Garden Club**

- This group will be making a visit to Mogo over the week of 9th November 2017.

#### Fundraising Committee Contact Person

- Anybody is welcome to attend Fundraising Committee Meetings, generally held each Thursday at 5.30pm. Please call Teresa Horsburgh at Rosemont Patchwork if you wish to attend.

MEETING CLOSED AT 7.20PM\