

27 August 2012

Subject: Minutes of Meeting: **Discussion to create initiatives following Main Street Upgrade - meeting Monday 27 August 2012**

Meeting Location: Port Hotel Robinson Street Carnarvon

Attendees:

Margaret Day	Wally Dale	Anthony Kuzmicich
Lena Roberts	Eddie Smith	Paul Kelly
Tony Dowling	Gavin Thomas	Dean Barfield
Ray & Sandy Monck	Tom Day	Rosie Seager
Janice Roddick	Darren Baird	Robin Weeks
Ash Telford	Julie Barrington	Erika Lang
Vince Catania	Jennifer Shelton	Maurice Battilana
Charlie Brown	David Shelton	

Chair: Dudley Maslen CCCI President

Meeting opened: 5.17pm

Chair, Dudley Maslen welcomed Vince Catania MLA, Tony Beard Gascoyne Development Commission Chair, Wally Dale and Tom Day – Freeman of the Shire of Carnarvon, Councillor Eddie Smith and Maurice Battilana CEO Shire of Carnarvon. Mr Maslen welcomed all attendees and thanked them for attending.

Mr Maslen announced the purpose of the meeting was to look forward, past the challenges the CDB road works has caused, and create some initiatives to support Carnarvon business and leverage the main street upgrade.

Mr Maslen announced a CCCI initiative based on the recently (last 8 months) recorded 2 x 30 second TV ads. Mr Tony Beard – CCCI



CARNARVON CHAMBER OF COMMERCE INC.



Immediate Past President further explained the content of the new TV ads and a 6 minute promotional DVD;

- Funded by CCCI with financial grant assistance by Gascoyne Development Commission
- Production company RT Films has visited Carnarvon in August 2011
- The ads and DVD capture the essence of Carnarvon life; the film content highlights what we are and should remind all Carnarvon residents about the great things about our town, or activities and our people

Mr Maslen opened for the meeting to the attendees and asked how the Chamber, and in part its TV ads, could assist local business recover from the protracted road works in the CDB.

Several queries from the floor asked questions about the main street project management. Mr Maslen advised this meeting was not the forum to raise project and project management issues.

The following period involved spirited discussion around what could be done to relaunch the CDB area and in fact the whole of Carnarvon business. Suggestions included;

- Some sort of major launch to officially re open main street – perhaps a street party
- Need to put Carnarvon “on the map”
- Need for a marketing campaign and decision around when best to launch TV ads
- Question around regional TV or Perth.
- Signs noting speed limits need to be considered
- Shire to address reversing out of angle car parking issues
- Let’s wait for the main street to be finished
- Assistance on rates and utility costs
- Also consider a radio campaign in addition to the TV ads. Mr Beard advised the meeting that radio ads have also been developed in conjunction with the TV ads and are ready to launch



CARNARVON CHAMBER OF COMMERCE INC.



- Use social and web media to promote the Carnarvon message. Paul Kelly Vice President CCCI advised the CCCI has both a newly acquired web and Face Book presence. Mr Kelly pointed out the importance of using these social forums of getting out positive messages. Mr Kelly cited an example of the Carnarvon 6 minute promotion video which had been posted to You Tube and had received very unpleasant remarks. Mr Kelly asked Carnarvon business to only post positive remarks to social sites and to push the unkind and almost always untrue negative comments off by weight of positive info
- Fix relationship between Shire and main street business
- The town entry needs work
- Fast track land release to drive economic and social growth
- Affordable housing driven by affordable land

The meeting closed with Mr Maslen thanking attendees for their presence and contribution to discussion. Mr Maslen undertook on behalf of CCCI to respond to the initiatives put forward. Mr Maslen also undertook to provide attendees a copy of meeting minutes and access to TV ads.

Meeting closed at 6.30pm.

Thursday 6 September 2012. Accepted as a accurate account of meeting 27 August 2012.

Motion:

Second:

Passed

Confirmed as a true and correct copy of the minutes of meeting 27 August 2012

.....CCCI

.....CCCI



CARNARVON CHAMBER OF COMMERCE INC.



Carnarvon Chamber of Commerce Inc.
ABN 81 241 985 836
PO Box 655 Carnarvon WA 6701
phone (08) 9941 1611
fax (08) 9941 2758
email admin@carnarvonchamber.org.au
web www.carnarvonchamber.org.au