

## Minutes from the Economic Development and Tourism Advisory Committee Meeting

Held in the Grafton Council Chambers on Thursday 11 May 2023 at 1:30pm – 3pm

**Chair:** Cr Bill Day

**Minute Taker:** Katee Blizzard (CVC Staff)

**Attendees:** Cr Bill Day; Cr Jeff Smith; Adam Gordan; Liza Bloomer; Mark Blackadder; Robert Cook; Robin Gipp; Steve Tranter; Tania Williams

**CVC Staff:** Justin Putze, Katee Blizzard

**Guest:** Cr. Alison Whaites

**Apologies:** Marie Howlett, Kerrie DiMattia, Ling Gazzard

**Absent:** Graeme Nicholson

**Meeting was opened by the Chair at 13:40**

**ACKNOWLEDGEMENT TO COUNTRY:** The Chair, Cr Bill Day, opened the meeting with an Acknowledgement of Country.

**Apologies:** Marie Howlett, Kerrie DiMattia, Ling Gazzard

**Acceptance Moved:** Mark Blackadder **Seconded:** Liza Bloomer - **Carried**

**Resignations:** Christine Tyler, Scott Graham

**Acceptance Moved:** Steve Tranter **Seconded:** Tania Williams - **Carried**

**Correspondence**

- **Grafton Rowing Club** - 2032 Brisbane Olympics Training in the Clarence Valley

**Acceptance Moved:** Liza Bloomer **Seconded:** Mark Blackadder - **Carried**

**Minutes previous meeting – for adoption**

**Acceptance Moved:** Mark Blackadder **Seconded:** Adam Gordan - **Carried**

Matters arising from previous minutes	DISCUSSION / DECISION FOR ACTION
<p><b>Touchscreen Hubs</b> - staff will report on progress to get these EDTAC Recommendations <u>and</u> Backgrounds prepared for the CVC March business paper.</p>	<ul style="list-style-type: none"> <li>• Justin explained that they have been taken off the books and are being disposed of in accordance with the IAW Council Policy.</li> <li>• <b>ACTION:</b> CVC Staff take appropriate action</li> </ul>
<p><b>Tourism Rate Levy</b>- staff will report on progress to get these EDTAC Recommendations <u>and</u> Backgrounds prepared for the CVC March business paper.</p>	<ul style="list-style-type: none"> <li>• Cr Day provided the Council Report and Resolution from the March Council meeting,</li> <li>• Cr Day advised that the annual CVC rate pegging and SRVs increase the value of the funds collected from the original Tourism Rate Levy.</li> <li>• Councillor Day has noted that the historical tourism levy is still embedded in the rate structure.</li> <li>• <b>ACTION:</b> Noted by EDTAC</li> </ul>
<p><b>Olympic Games Communication</b>- staff will report on progress to get these EDTAC Recommendations <u>and</u> Backgrounds prepared for the CVC March business paper.</p>	<ul style="list-style-type: none"> <li>• Next action will be CVC staff write a letter to register our interest and it will be up to the Brisbane Olympic Committees to determine our suitability.</li> <li>• <b>ACTION:</b> EDTAC delegates should submit suggestions for this letter to Justin or Katee.</li> </ul>

AGENDA ITEM	DISCUSSION & OUTCOMES	ACTION or RECOMMENDATIONS TO COUNCIL
<p>A. <b>March Council Meeting Resolution – Cr. Day</b></p>	<ul style="list-style-type: none"> <li>• Cr Day requested EDTAC delegates read the 2016 CVC Tourism Strategy and make recommendations to Justin and Katee for a new strategy which is to be developed internally in 2023/24 and which will include a section covering the provision of visitor information on and after arrival.</li> <li>• Justin Putze advised that EDTAC will be consulted as the new Tourism Strategy is created.</li> </ul>	<p><b>ACTION 1:</b> EDTAC delegates read 2016 Tourism Strategy which has been emailed to them and make recommendations for the new Tourism Strategy.</p> <p><b>ACTION 2:</b> CVC staff will prepare a new CVC Tourism Strategy including a section on the provision of visitor information on and after arrival.</p> <p><b>ACTION 3:</b> CVC staff will send the North Coast and State Destination Management Plans to EDTAC delegates.</p>
<p>B. <b>23/24 Tourism &amp; Economic Development Budget Discussion – Justin Putze</b></p>	<ul style="list-style-type: none"> <li>• Justin advised that the CVC Tourism budget for 2023/24 will be primarily consumed by staff wages plus Visitor brochure reprints plus a new Tourism Marketing Plan &amp; Strategy (replacing the 2016 Strategy) which should identify future tourism projects.</li> <li>• Justin advised that the 2023/24 Economic Development budget will focus on projects such as Illuminate Jacarandas, Dark Sky, Sports and Tourism Sponsorships, Special Events Sponsorships... etc.</li> <li>• Projects should align with The Clarence – Riverway Masterplan II</li> </ul>	<p><b>ACTION:</b> EDTAC to monitor and advise.</p>

<p><b>C. Breakdown of Visitor Information Statistics – Katee Blizzard</b></p>	<ul style="list-style-type: none"> <li>• Industry Engagement Officer, Katee Blizzard, presented an overview of Visitor Information Services and showcased the data that is collected by the CVC tourism team daily, from engagement with people making enquiries online and face-to-face.</li> <li>• Currently around 4000 people per year are accessing visitor information face-to-face at the Grafton Regional Gallery VIC.</li> <li>• My Clarence Valley website reports over 200,000 pageviews annually.</li> <li>• My Clarence Valley social media posts reach over 2.5 million users annually.</li> </ul>	<p><b>ACTION:</b> Noted by EDTAC</p>
<p><b>D. Food Plunge Festival</b></p>	<ul style="list-style-type: none"> <li>• Cr. Jeff Smith proposed an event similar to the already existing art/culture PLUNGE except promoting local food producers. The producers, cafes, and growers already exist, this would be a marketing tool for a month of events/promotions run by the business houses themselves. A spring event, it could be tied in with the beginning of the “Jacaranda Season”, a lead in event.</li> <li>• Clarence Valley Food Inc. is hoping to run a Food Festival. – Looking for a letter of support from Council.</li> </ul>	<p><b>ACTION:</b> Include in the Agenda for the next EDTAC meeting</p>
<p><b>E. Christmas Decoration in the CBD. – Cr Jeff Smith</b></p>	<ul style="list-style-type: none"> <li>• Cr. Jeff Smith proposed partnering with local Chamber of Commerce. Match \$ for \$. Simple decorative lighting e.g. Clocktower.</li> </ul>	<p><b>ACTION:</b> Include in the Agenda for the next EDTAC meeting</p>

<p><b>F. 52 Discoveries booklet and printed material discussion</b></p>	<ul style="list-style-type: none"> <li>• No discussion</li> </ul>	<p><b>ACTION:</b> Include in the Agenda for the next EDTAC meeting</p>
<p><b>G. EDTAC delegate Steve Tranter to report on:</b> Old Grafton Gaol available space</p>	<ul style="list-style-type: none"> <li>• Old Grafton Gaol available space – Steven Tranter has spoken to former MP Chris Gulaptis about the Gaol and said it is still available and will report more information at next meeting.</li> <li>• Cr. Smith had a discussion with GM Black and more information will be issued regarding development consent of Lot 3.</li> </ul>	<p><b>ACTION:</b> Include in the Agenda for the next EDTAC meeting</p>
<p><b>Proposed Motion:</b></p>	<ul style="list-style-type: none"> <li>• EDTAC recommend to Council that when CVC sponsor local events a condition should be placed on these event organisers that they give preference to contractors/food trucks/stall holders/businesses from within the Clarence Valley LGA.</li> </ul>	<p><b>ACTION:</b> Include in the Agenda for the next EDTAC meeting</p>
<p><b>Meeting closed</b></p>	<p>3:09 pm</p>	
<p><b>Next Meeting</b></p>	<p>20 July 2023 – Grafton Chambers from 1:30pm – 3:00pm</p>	