

**Economic Development and Tourism Advisory Committee
Held in the Grafton Council Chambers
On Tuesday 18 October 2022 at 1:30pm – 3pm**

Chair: Cr Bill Day

Minute Taker: Katee Blizzard (CVC Staff)

Attendees: Cr Bill Day, Cr Jeff Smith, Mark Blackadder, Tania Williams, Marie Howlett, Steve Tranter, Annie Dodd, Liza Bloomer, Christine Tyler, Ai Ling Gazzard, Adam Gordon

Apologies: Robin Gipp, Kerrie DiMattia, Scott Graham, Graeme Nicholson, Robert Cook, Angela Carroll

Absent:

CVC Staff: Laura Black, Justin Putze, Suellen Hinde, Katee Blizzard

Meeting was opened by The Chair at 13:36

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

Opening Comments: The Chair discussed the need for a clearer plan regarding agenda items and encouraged committee members to contribute towards future meetings.

AGENDA ITEM	DISCUSSION / DECISION FOR ACTION	RESPONSIBILITY
Minutes previous meeting – Previous minutes were accepted at the conclusion of the meeting once hard copies had been provided and committee members reviewed and approved. 14:54		
Moved – Cr Jeff Smith		

Second – Annie Dodd

Conflicts of Interest:

- Declared Conflict of Interest regarding publishing brochures / journals / tourism collateral due to personal business. **Liza Bloomer**

Agenda Items:

1. Recommendations sent through by Cr Jeff Smith

Council investigates options for investment in digital tourism infrastructure to inform discussion about the allocation of expenditure of proceeds from the sale of the former Visitor Information Centre (\$970,000 less costs associated with the associated Planning Proposal).

- It's up to the Committee to make recommendations towards the use of these funds. – GM CVC
- Discussion of the final sale figure for the Visitor Information Centre in South Grafton. Committee members made a request to view the council resolution to better understand where the money can be used.

- *Council resolution to be provide to the EDTAC members in a follow up email.*

2. Recommendations sent through by Cr Jeff Smith

The digital tourism infrastructure investigation focusses on capital expenditure options that are informed by current trends in

- Cr. Jeff Smith explained the background behind the ideas. To be discussed further. RE: Virtual Reality, digital tablet hubs. Looking at who is doing better than us on these things.
- Annie Dodd enquired about putting the touchscreens in other businesses (Tourism Hubs). The committee members discussed the use of touchscreen and requested a demonstration of this capability

- Agenda Item: Staff provide demonstration on touchscreens and use by other businesses.

<p>tourism and travel and include feedback from Destination North Coast.</p>	<p>at the next meeting and information regarding there effectiveness.</p> <ul style="list-style-type: none"> • The Jacaranda season was discussed, and how CVC captures and tracks visitor numbers. This was briefly explained by the staff. The committee requested staff to provide a Jacaranda stats report at the next meeting as an example of how this data is being captured. • Ai Ling Gazzard enquired to see if we are currently tracking domestic or International Audiences. She discussed how we should look to be allocating funds for International and Domestic. • Annie Dodd enquired if we could put the tourism/event advertisement around the Clarence Valley in businesses and public spaces. 	<ul style="list-style-type: none"> • Agenda Item: Jacaranda Stats Report.
<p>3. Recommendations sent through by Cr Jeff Smith</p> <p>A report be tabled at the next quarterly meeting of the Economic Development Tourism Advisory Committee for comment prior to any recommendations being made to Council.</p>	<ul style="list-style-type: none"> • Did not discuss. 	
<p>4. Recommendation sent through by Cr Bill Day</p> <p>That Council investigate the options and costs associated with production</p>	<ul style="list-style-type: none"> • Cr. Day discussed his recommendations on non-digital marketing. • Cr. Day is concerned that staff doesn't have sufficient resourcing to update the various hardcopy tourism brochures and promotional 	<ul style="list-style-type: none"> • Agenda Item: Current digital marketing initiative presentation

<p>and printing of a hardcopy Tourist Book, including partnerships with companies that can coordinate the layout, advertising, printing, storage, and distribution, to Council's specifications.</p>	<p>material.</p> <ul style="list-style-type: none"> • Annie Dodd raised her concern that hardcopy material can become outdate quickly. This view was shared by the many committee members. The committee did agree that hardcopy material was still a requirement. • Committee requests an initiative breakdown from tourism team. 	<ul style="list-style-type: none"> • Agenda Item: Economic Development initiatives presentation. • ACTION: Link to 52 Discoveries be sent to all committee members with next meeting agenda.
<p>5. Recommendation sent through by Cr Bill Day</p> <p>That Council investigate options and costs associated with production of single town location hardcopy maps for distribution to visitors to complement the LGA wide visitor map</p>	<ul style="list-style-type: none"> • This was presented by Cr Day and discussed by the committee members. It was agreed that the committee require a greater understanding of what hardcopy material is currently available and what material is provided online. 	<ul style="list-style-type: none"> • Addressed in above agenda items.
<p>6. Recommendation sent through by Cr Bill Day</p> <p>That Council investigate the creation of a data-base of visiting coach companies and a Tour Planners Guide to build this segment of the tourism industry.</p>	<ul style="list-style-type: none"> • Did not discuss 	

<p>General Business</p>	<ul style="list-style-type: none"> • Tania Williams doesn't feel confident the Committee has visibility of the initiatives that are currently happening in the council and wants to know what the current strategy is before moving any recommendations. • Steve Tranter brought up the old Gaol as an opportunity for tourism. • Annie Dodd requested Physical Signage Improvement / Promotion along the main streets and beautify the place and the various areas. – (Stephen Timms will be coming next meeting to discuss) • Committee Requested staff to bring a touchscreen to see and play with at next meeting. • Committee discussed their need to access to the Economic Development and Tourism Strategies so that they can be better placed for decision making. • Marie Howlett requested for weeks notice for meetings and printed copies of all handouts. • Cr. Day requested that all committee members are to make suggestions for agenda items. 	<ul style="list-style-type: none"> • Minutes to be sent out once approved by the Chair. <p>Recommendation: Council to investigate the future of the gaol site and see if there are any opportunities available. (Moved, Seconded)</p>
<p>Correspondence</p>	<p>Emails from Cr Bill Day Distributed</p>	
<p>Meeting closed</p>	<p>3:05pm</p>	
<p>Next Meeting</p>	<p>6 Dec 2022 –Grafton Chambers 1:30pm</p>	