

Minutes from the Economic Development and Tourism Advisory Committee Meeting
Held in the Grafton Council Chambers on Thursday 21 September 2023 at 1:30pm – 3:00pm

Chair: Cr Bill Day

Minute Taker: Katee Blizzard (CVC Staff)

Attendees: Cr Bill Day; Cr Jeff Smith; Kerrie DiMattia; Liza Bloomer; Marie Howlett; Mark Blackadder; Robert Cook; Steve Tranter;

CVC Staff: Katee Blizzard, Kath Arndell

Guest: Kim Wolfenden from the Department of Primary Industries

Meeting was opened by the Chair at 13:40

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

Apologies: Ai Ling Gazzard, Tania Williams, Robin Gipp

Acceptance Moved: Liza Bloomer

Seconded: Mark Blackadder

- Carried

Correspondence

- Email from the Chair, Clr. Day, regarding the New CVC Tourism and Marketing Strategy

Acceptance Moved: Robert Cook

Seconded: Marie Howlett

- Carried

Minutes previous meeting – for adoption

Adoption Moved: Liza Bloomer

Seconded: Mark Blackadder

– **Carried**

Matters arising from previous minutes	DISCUSSION / DECISION FOR ACTION
Small Business Month Grant	<p>CVC Staff are currently developing the marketing materials and will be hosting two workshops for Small Business Month funded by the NSW Small Business Commission.</p> <p>"Facebook & Instagram Advertising (The Basics)"</p> <ul style="list-style-type: none">• Yamba Bowling Club - Tues. 17th Oct. (3:30pm – 5pm)• GDSC – Thurs. 19th Oct. (3:30pm – 5pm) <p>CVC are collaborating with Yamba and Grafton Chambers after the workshop where they will be hosting a Business Barefoot Bowls Networking event.</p> <p>ACTION: Committee to note.</p>
Christmas Lights in CBDs	<p>Update from CVC Staff, Prince Street Lights will be staying up and the Clocktower is being looked at for additional lighting options.</p> <p>ACTION: Committee to note.</p>
Historical Publication Reprint	<p>CVC Staff are currently undergoing their Tourism Marketing Strategy updates and will note the opportunity for Historical Publication reprinting.</p>

	ACTION: Committee to note.
Event Calendar for Businesses	CVC Staff are developing an Event Calendar for businesses to help them plan their staffing / marketing. ACTION: Committee to note.
Committee Delegate Recruitment	i) 4 Vacancies to the EDTAC Committee ii) Staff to consult the handbook on bringing in new members to the committee. iii) Recommendation is to recruit Business Chamber leaders to participate. ACTION: To be managed by staff.

AGENDA ITEM	DISCUSSION & OUTCOMES	ACTION or RECOMMENDATIONS TO COUNCIL
A. Department of Primary Industries – White Spot Discussion	Kim Wolfenden from the Department of Primary Industries presented on the current White Spot Recovery Efforts.	ACTION: Noted by EDTAC
B. My Clarence Valley Jacaranda Season Activations / Marketing Update	CVC Staff member, Katee Blizzard provided an overview of the upcoming Jacaranda Season and My Clarence Valley Tourism Activations planned. <ul style="list-style-type: none"> Free Jacaranda Goodie Bags available at the Visitor Information Centre 	ACTION: Noted by EDTAC

	<ul style="list-style-type: none"> • Photoflyer, branded polaroids, will be provided as a keepsake that aligns with the My Clarence Valley (MCV) brands new focus on memory making. • MCV Team will have a Marquee setup on Jacaranda Thursday to further engage with visitors. • Visitor Surveys have been developed in collaboration with the Jacaranda Festival and they will be available at each event throughout the season so that we can capture as much data as we can. 	
<p>C. Visitor Information Outlet Program Discussion</p>	<p>CVC Staff, Katee Blizzard provided overview of updates to Visitor Information Outlet program.</p> <ul style="list-style-type: none"> • CVC Staff are currently looking to develop a Visitor Information Outlet Program to expand our reach to visitors throughout the LGA. • Businesses we are working with include – Yamba Museum, Maclean Scottish Shop, Ferry Park Gallery, Grafton Train Station, Glenreagh Bakery and we are also planning to work with Iluka and South Grafton Emporiums to set up a brochure stand. • Once this program is confirmed, we will be advertising these locations as additional areas for visitors to acquire the information they need to explore our region. • Through this process, we will be auditing our brochure catalogue and ensure that we have the information that people are looking for. • Concern discussed: Caravan Parking – A concern for Jacaranda Season with coaches looking to bring tour groups. – Marie Howlett 	<p>ACTION: Noted by EDTAC</p>

<p>D. Tucabia Flora Reserve Promotions Update</p>	<p>CVC Staff, Katee Blizzard explained the MCV Staff do not have the capacity currently to organise trips to areas such as Tucabia Flora Reserve however they will look at the options for organising the communications team to provide support to obtain updated images.</p> <p>Cr Day provided an overview of why this has come up after a Councillor Listening Tour mentioning that it is the Greatest Secret in the Clarence Valley.</p> <p>It was noted that the Tucabia Flora Reserve is needing better signage to encourage visitors to stop and see this important attraction.</p>	<p>ACTION: Noted by EDTAC</p>
<p>E. Agritourism Opportunity: “Kids to Farms” Discussion</p>	<p>Cr. Day discussed "Farm & Industry Tours' program opportunities and industry engagement opportunities for consideration in the new Tourism & Marketing Strategy.</p> <p>Ideas mentioned included:</p> <ul style="list-style-type: none"> a) Coach Tours for Farm and Industry Tours b) Coach Company tours – Direct to Coach Companies c) Coach Guides – Coach Company Handbooks – Heights / Railroads. d) Development of a Coach Specific Page on the MCV website for them to get all references. <p>Cr. Day provided his copy of the Coach Tour Planners Book for CVC Staff to photocopy and return.</p>	<p>ACTION: Noted by EDTAC</p>

<p>F. Tourism Marketing Strategy Update</p>	<p>CVC Staff, Katee Blizzard, provided an update on the progress of the Tourism Marketing Strategy.</p> <p>CVC Staff are currently organising their strategy for community / industry engagement. At this stage, this will happen after the Jacaranda Season has concluded.</p> <p>Cr. Day encouraged EDTAC committee to continue providing suggestions to Katee.</p>	<p>ACTION: Noted by EDTAC</p>
<p>6. General Business</p>	<p>a) Business Awards – Clarence Valley Business Awards Discussion was had on the previously held Clarence Valley Business Awards and how we could bring them back. This was a community run program with a board of volunteers made up of various chamber of commerce leaders and community members.</p> <p>b) Ulmarra Signage Update Discussion was had on the lack of signage promoting Ulmarra and it's updated precinct.</p>	<p>ACTION: Staff to circulate the email from Deb Novak to EDTAC Members regarding CVBA and add to next meeting agenda.</p> <p>ACTION: Staff to contact Gavin and provide an update on town signage plans for Ulmarra.</p>
<p>Meeting closed</p>	<p>3:15 pm</p>	
<p>Next Meeting</p>	<p>Thursday 23 November 2023 - 1:30-3pm Grafton Chamber.</p>	