

Economic Development and Tourism Advisory Committee Meeting
Held in the Grafton Council Chambers
On Wednesday 7 December 2022 at 1:30pm – 3pm

Chair: Cr Bill Day

Minute Takers: Katee Blizzard / Justin Putze (CVC Staff)

Attendees: Cr Bill Day; Cr Jeff Smith; Adam Gordon; Ai Ling Gazzard; Kerrie DiMattia; Liza Bloomer; Mark Blackadder; Steve Tranter; Robert Cook; Robin Gibb

Apologies: Annie Dodd, Christine Tyler, Tania Williams, Marie Howlett

Absent: Angela Carroll; Graeme Nicholson; Scott Graham

CVC Staff: Justin Putze, Katee Blizzard, Stephen Timms, Murray Lane

Guests: Cr. Steve Pickering, Cr. Allison Whaites

Meeting was opened by the Chair at 13:37

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

Apologies: Annie Dodd, Christine Tyler, Tania Williams, Marie Howlett

Moved: *Liza Bloomer*

Seconded: *Ai Ling Gazzard*

Carried

Minutes from previous meeting – for adoption.

Moved: *Mark Blackadder*

Second: *Ai Ling Gazzard*

Vote: *Carried*

Matters arising from previous minutes – none

AGENDA ITEM	DISCUSSION / DECISION FOR ACTION	RESPONSIBILITY
<p>A. Economic Development initiatives presentation – Stephen Timms</p>	<ul style="list-style-type: none"> • Stephen Timms introduced himself and spoke on council’s plans for land use and the current strategies and plans that are being implemented. • Murray Lane introduced himself as the Manager of Development and Land Use Planning. • There was discussion around current economic development plans not just in Grafton. • Robert Cook requested that council provides the consultant report that was used to develop the Land Use Strategy for review. 	<p>Action: Stephen’s presentation will be available on the EDTAC page of the CVC website.</p> <p>Action: Employment land strategy to be emailed out with next meeting invitation.</p> <p>Action: Request for staff to provide the consultant report for the land use strategy is provided to the members</p> <p style="text-align: right;">Moved - Robert Cook Seconded - Adam Gordan Vote - Carried</p>
<p>B. Dark Sky Project Update – Justin Putze</p>	<ul style="list-style-type: none"> • Justin Putze introduced the CVC Dark Sky Place Feasibility Study and Pre-Nomination assessment. • All members will be sent a copy of the assessment and have been asked to provide feedback to support the Council Report for Feb 23. 	<p>Action for Committee Members: Feedback to be provided to Katee by 15 Jan 23.</p> <p style="text-align: right;">Moved - Mark Blackadder Seconded - Robert Cook Vote - Carried</p>
<p>C. Current digital marketing initiative presentation – Katee Blizzard</p>	<ul style="list-style-type: none"> • Industry Engagement Officer Katee Blizzard presented the My Clarence Valley Tourism marketing initiatives including Social Media, Website, Media/PR, and Newsletter data. 	<p>Action: Staff to provide presentation to members on the Committee Webpage.</p>

	<ul style="list-style-type: none"> The Chair requested information on if tourism brochures were accessible online and Katee informed the committee that we have digital files of every brochure available, and the most requested brochures are available on our website. 	<p>Request was made to locate and distribute caravan parking friendly locations in the Clarence Valley.</p> <p>Moved - Ling Gazzard Seconded - Liza Bloomer Vote - Caried</p>
<p>D. Jacaranda Stats Report – Katee Blizzard</p>	<ul style="list-style-type: none"> Katee Blizzard briefly presented the survey results 577 surveys taken. 	<ul style="list-style-type: none"> Action: Katee to include this presentation on the website and give access to committee members. Action: Add illuminate and jacaranda statistic for discussion and inclusion on the next agenda.
<p>E. Breakdown of Clarence Valley visitor statistics (domestic vs overseas) - Katee Blizzard</p>	<ul style="list-style-type: none"> MOVED TO NEXT MEETING 	<ul style="list-style-type: none"> Action: Statistic of Tourism and VIC to be included in the next Agenda.
<p>F. Staff Demonstration of Touchscreens & use by other businesses - Katee Blizzard</p>	<ul style="list-style-type: none"> Touchscreen that was brought in from the Gallery is not currently turning on. Staff updated that over Jacaranda Season, the touchscreen was used 5 times and only by children under the age of 6. 	

	<ul style="list-style-type: none"> Committee briefly discussed the lack of use and effectiveness of the touchscreens. 	
G. Council resolution re-sale of VIC	<ul style="list-style-type: none"> The Chair announced that the proceeds of the sale of the VIC have been redirected to the Aquatic Centre. More discussion to follow at the next meeting. 	
H. Report re: Recommendations by Cr Jeff Smith	<ul style="list-style-type: none"> MOVED TO NEXT MEETING 	
I. 52 Discoveries booklet and printed material discussion	<ul style="list-style-type: none"> MOVED TO NEXT MEETING 	
J. Grafton Gallery VIC	<ul style="list-style-type: none"> MOVED TO NEXT MEETING 	
K. Update on the old Grafton Gaol	<ul style="list-style-type: none"> MOVED TO NEXT MEETING 	
General Business	<ul style="list-style-type: none"> Tourism Rate Levy – The Chair briefly discussed an opportunity to access the Tourism Rate Levy to help fund tourism resources. 	<p>Action: Delegates to think of projects to inspire councillors to fund Tourism and Economic Development with the \$250,000 Tourism Rate Levy.</p> <p>Action: Cr. Day to provide information on Tourism Rate Levy to committee members.</p>
Correspondence	None	
Meeting closed	3:02pm	
Next Meeting	2 February 2022 – Grafton Chambers 1:30pm	