

## Mullumbimby Chamber of Commerce

Minutes of 16th Committee Meeting held on Tuesday 12<sup>th</sup> March 2013

At The Empire Café at 7.00p.m.

### MINUTES

**Present:** : Gerard & Sue Walker (Stewarts Menswear), Arthur and Margaret Hatch (Mooyabil Farm Holidays), Kane Spooner (Spaghetti Circus), Sandy Watson (The Empire Café), Basil Cameron (Byron Shire Councillor), Dean and Jenelle Stanford (Mullumbimby News), Obi McDonald-Saint, Ryder Saint and Ash Stennett (Mullum Mac), Trent Morris (Rock and Roll Coffee Company), Eitan Timor (Telcogreen), Judy MacDonald and David Piesse (Mullumbimby Keep it Local), Alan and Arren Morden, Jeanette Martin (Mullumbimby Community Garden), Sue Mallam (Sue Ms Boutique), Susan Tsicalis (Brunswick Valley Historical Society), Phil Preston (Building Partnerships), Suvira (sculptor), Glen Wright (Mullumbimby Music Festival)

**Apologies:** Julie (Byron Shire Echo), Christopher Dean (Tallowood Ridge Estate), Glenn (Tursa), Syd (Mullumbimby Printworks), David D'vash (Byron Bay Green Effect), Stephen Hall (Brunswick Valley Historical Society), Lisa Every (The Business Heart), Malcolm Price (Social Habitat), Nick Edmonds (Mullumbimby Physiotherapy), Alex Briggs (Mullumbimby Golf Club)

#### 1 Confirmation of Minutes of Previous Meeting

1.1 The Committee confirmed the Minutes of the 15th meeting held on Tuesday 12<sup>th</sup> February 2013 as true and correct (m) Jenelle Stanford (s) Arthur Hatch

#### 2 Correspondence

President has written a letter to the Echo congratulating Spaghetti Circus on their latest performance.

Obi has prepared a press release telling the community about the Chamber and what is happening.

#### 3 Treasurers Report

As attached. Balance \$4008.02

#### 4 Business Arising

4.1 Community Festival report. Parade is coming together; Phil is making enquiries with Council. In regard to fees, Basil has raised a motion to waive fees for Community Festival. Jeanette to speak on Chamber's behalf. Trevor Watts will be back at end of March. Expressions of interest to be sent out. Many fantastic ideas coming forward e.g. Graffiti competition using old doors – use later for exhibition in town or at the show. There will be a solid plan by next meeting.

4.2 Public Art report. Christopher Dean has come on board. Not much to report since last meeting. Have been finding out who owns the laneway walls. Possibility of Community Board on newsagent wall – community engagement.

4.3 Report by Alan Morden on Magical Mullumbimby branding. New position to reflect Mullumbimby as a special place to live and visit. Magical Mullumbimby tells a story and pays homage to Mt Chincogan. Essence of the town doesn't change – history, landscape, character – Mullum has Soul.

Mt Chincogan is an icon as you come into Mullum and is therefore important to include in logo. Initial logo design is open for discussion.

The website will include a lot of colour and show what is on offer for visitors – emphasize local flavour (festivals, markets, local businesses, health services i.e. massages etc.).

There was discussion about the need to attract locals from outlying towns to Mullumbimby rather than simply “tourists”. The campaign by VIA Byron is about attracting “visitors” rather than “tourists” – attracting the type of visitors we want. In relation to the logo, there is a need to develop something that matches the identity of the people who live here – lock into the locals and project that.

There are three groups which need to be represented (old, hippie and new). Old and new are missing from the current logo.

Alan to develop logo further, will take suggestions to reflect more local flavour.

Needs to be “de-nimbinised”.

Next stage with development of the website will be self-funding from paid business advertising. Discussion about being careful with percentage of space given to individual advertisers. Full costing report to come.

**4.4** Chamber branding and web report. Suggestion to set up an on-line Forum. Obi to put into place with input from Phil. Obi to send out access to members for on-line discussion on the forums.

Branding has been modified and is in use for the time being pending further discussion.

**4.5** Suvira has met with Simon Richardson to discuss art sculpture ideas. Council staff to meet on site. Suvira has a Letter of Introduction from Council to allow him to approach Essential Energy. Estimated budget of \$19635.00 was provided to the Treasurer – it is hoped that approximately 2/3 of this would be “in kind” support by Essential Energy, cash donations. Includes youth projects at each end of sculpture walk – one at footbridge and the other at Federation Bridge end.

Suvira needs Letter of Introduction to approach owners of laneway walls. Laneway art could include various themes: historical, graffiti, youth, and high quality mural artists. Sketches would be provided for approval by owners.

**4.6** Trent and Dean met with Simon Richardson and Ken to update them on Chamber progress. Discussed Magical Mullumbimby branding, Telstra Site possibilities, access to grants, streetscape committee, good positive connection between community and business. Tourist Information Point – financial restrictions (staff, rent). Flat screen TV would be an alternative giving information for tourists, sponsored by business advertising.

**4.7** Phil attended a Transport meeting. RMS representative - Ideas for regional areas to promote teleworking, car-pooling, work from home with computers. Also Phil has had an email about Smart work hubs. Opportunity for Chamber to set up teleconferencing centre – funding available. Get Council on board, tie in visitor centre.

**4.8** Proposed Constitution. Suggest adopting generic Constitution as is.

Changes can be made at meetings when and if required.

David suggests we invite someone from Bangalow Chamber to one of our meetings. The previous Chamber were in fact Incorporated so a Constitution would already be in existence. As we have taken over the previous Chamber’s Bank Account, we are legally required to complete annual returns from 2009 to present to comply and take ownership of those funds.

Need new Public Officer. Nominated Obi McDonald-Saint (m) Jenelle Stanford (s) Gerard Walker

Margaret to search for current constitution. Margaret Hatch, Sue Walker, Susan Tsicalis and Obi McDonald-Saint to meet and look at what is required.

**4.9** Jeanette attended the NSW Business Chamber Regional meeting. Would be beneficial for us to invite Bangalow Chamber to our meeting to share experiences. Ballina Chamber has a full time Executive Office, run 30 events per annum including Business Awards.

Presentation about Cert IV Retail training – funding available to provide at reduced costs.

Benefits to members of NSW Business Chamber: Advice line, reduced insurance, reduced electricity, knowledge sharing, members' tool box.

**4.10** Eitan from Telcogreen expressed an interest in providing Internet for the Wi-Fi project and also a 1300 number for the Chamber.

Wi-Fi signal dangers. There is a need to consult with the Community. Press release asking for feedback would be part of the project.

**5 General Business**

**5.1** Comments by Leah Ross on Social Media. They had no notification from the Chamber about winning the competition and no prize was received. Prize has now been paid with letter of apology.

**5.2** NSW Business Chamber would like to attend one of our meetings. Many benefits including one of our members received a grant following the recent flooding. 40 grants available, only 10 have been claimed.

**5.3** Sandy from the Empire Café suggested a photo competition. Chamber could produce postcards. Could this be incorporated in Community Festival or Mullumbimby Show? Idea has merit as an event in its own right. Include in Art Sub-committee for discussion.

**5.4** Gerard requested that the Secretary write to Members asking them not to park in the Main Street for extended periods of time.

Meeting closed at 9.09 p.m.

Birthday Cake for Gerard's 50<sup>th</sup>!

Next meeting Tuesday 9<sup>th</sup> April 2013 at Poinciana Café.

Breakfast meeting 7.30a.m.