

Mullumbimby Chamber of Commerce

Minutes of Meeting held on Tuesday 9th April 2013

At the Middle Pub at 7.40a.m.

MINUTES

Present: : Gerard & Sue Walker (Stewarts Menswear), Arthur and Margaret Hatch (Mooyabil Farm Holidays), Kane Spooner and Alice Cadwell (Spaghetti Circus), Dean and Jenelle Stanford (Mullumbimby News), Obi McDonald-Saint, Ryder Saint and Ash Stennett (Mullum Mac), David Piesse (Mullumbimby Keep it Local), Jeanette Martin (Mullumbimby Community Garden), Sue Mallam (Sue Ms Boutique), Susan Tsicalis (Brunswick Valley Historical Society), Phil Preston (STEER project), Neil Farquhar (Mullumbimby Vet Clinic and Mullumbimby Rural Co-op), David D'Vash (Green Effect), Glenn Costello (TURSA), Cherrilyn Booth (TURSA), Alison Farrant (TURSA)

Apologies: Trent Morris (Rock and Roll Coffee Company), Julie (Echo), Stephen Hall (Brunswick Valley Historical Society), Judy McDonald (Mullumbimby Keep it Local), Glenn Wright (Mullumbimby Music Festival), Basil Cameron (Byron Shire Council), Eitan Timor (TelcoGreen)

1 Confirmation of Minutes of Previous Meeting

1.1 The Committee confirmed the Minutes of the previous held on 12th March 2013 as true and correct (m) Margaret Hatch (s) Jeanette Martin

2 Correspondence

Press Release sent to Byron Shire Echo and Mullum Star.

3 Treasurers Report

As attached. Balance \$5065.02

Fair Trading documents have been sent away – some amendments and additional information are required. Further \$82.00 to be paid. Once this is sorted, we can obtain a copy of the current Constitution.

4 Business Arising

4.1 Circus Festival Report (Spaghetti Circus General Manager, Alice Cadwell)
4 day training begins 30th September (skill sharing) followed by 3 days of performances. 100 performers from all over the world – all began at Spaghetti Circus. Community event, also want to form partnerships with Businesses. Recent Spaghetti Circus performances sold out. Festival will be size of Mullum Show utilising Big Top and tents plus existing structures. DA with Council is for 3000 people to cover future growth – perhaps will be every 2 years.

4.2 Crystal Castle shopping voucher idea. Eitan Timor suggests that visitors who pay \$15.00 entry fee to Crystal Castle be given a voucher for \$15.00 which could be redeemed at participating stores in Mullumbimby, thereby bringing those visitors into town. Crystal Castle supports the idea and would promote to their Facebook fans (16500) and their mailing list (13000). Syd at Mullum Printworks to cost printing. Obi happy to implement system. Discussed perhaps needing a minimum spend to use voucher and other T&C.

4.3 Community Festival report. Basil Cameron was partially successful in the motion to fund fees for street parade. Council will contribute approximately \$800 of the required amount - approx. \$1500. A mud map of events has been prepared. Preparing to send out expressions of interest to stall holders, street parade participants etc. Meeting with Trevor Watts tomorrow to move parade plans forward.

4.4 Public Art report. Minutes were sent out via email during the week. Main point was change of name from Public Art to “Placemaking.” Looking at improving the look and feel of the town as a whole to attract the type of visitors we want – Public Art and Streetscape are both elements of that. Would also like to invite members of the community with appropriate skills to join the Sub-Committee (not necessarily Chamber members).

4.5 3 further logo designs were provided by Alan Morden. A sub-committee meeting yesterday has culled this down to 2 options. Vote was to be held however the question was raised about the need for 2 websites/logos – lengthy discussion followed.

Discussed having meetings and voting via Forum. Another option is using Survey Monkey. Sub-Committee formed (Kane Spooner, Phil Preston, Obi McDonald-Saint, and David Peisse) and will come up with 2 scenarios so we can vote at next meeting. Things to consider include: Ownership of web name, relationship between Chamber and provider, single or double website, how will we pay for it? One site will create less confusion however having 2 sites would make the distinction between community service and chamber. Glenn Costello from TURSA is Secretary of Ballina Chamber. He stressed the importance of making a decision to move forward and get the website done – important to keep the information on the website up to date. Ballina Chambers have Board meetings who meet regularly to make the decisions.

4.6 Chamber branding and web report. Obi to run a Forum training session. Thursday 18th April at 6.00p.m. At Mullum Mac.

5 General Business

5.1 North Byron Parklands have approval to hold 3 events yearly with over 10,000 people attending. They want to know how they can promote Mullumbimby to their audience. Suggestions included linking our Magical Mullumbimby website to their website, allowing our Community groups to have stalls at the events to fundraise, buses to Mullumbimby. Parkland organisers to come along to our next meeting to answer questions. Discussed possibility of buses running to Mullumbimby from Blues Fest as well. See what Parklands have to offer and then approach Blues.

5.2 Clarification of member voting rights. We don't hold a copy of the current Constitution however the current understanding is one vote per member business. Each business can have up to a maximum of 2 votes if 2 membership fees are paid.

5.3 Obi and Sandy have discussed the possibility of running a Photo and art competition which a view to reproducing some as postcards or a calendar. Voting would possibly be held during Community Festival – submission deadlines August. David mentioned that Council are running a Shire wide completion (not made public yet). Brunswick Chamber also runs a photo completion around this time. David to mention to Kim Rosen (Brunswick Heads Chamber), perhaps we could run at the same time as theirs?

Sub-Committee formed: Jeanette Martin, Obi McDonald Saint, and David Piesse. Nadine Absensur will be asked to join as well.

5.4 Tourism Advisory Committee will be producing banners to be hung on approaches to town – need to decide on logo for those.

5.5 Discussion on Forum regarding the name of our Chamber has come up with 3 preferred options: Mullumbimby Chamber of Commerce and Community, Mullumbimby Business and Community Chamber, Mullumbimby Community Chamber. First option seems to be preferred – vote at next meeting.

Decisions to be made at next meeting:

1. One website (Magical Mullumbimby) or Two websites (Magical Mullumbimby and Mullumbimby Chamber of Commerce)
2. Choose between 2 preferred logos (Magical Mullumbimby)
3. Choose name for our Chamber

Meeting closed at 9.00 a.m.

Next meeting Tuesday 14th May. Venue to be advised.