

## Mullumbimby Chamber of Commerce

Minutes of Meeting held on Tuesday 14<sup>th</sup> May 2013

At Mullumbimby Ex-Services Club at 7.00p.m.

### MINUTES

**Present:** : Gerard and Sue Walker (Stewarts Menswear), Caroline Desmond (North Byron Parklands), Sue Mallam (Sue M's Boutique), Graeme Wilson (Bi-Rite Electrical), Alice Cadwell (Spaghetti Circus), Suvira McDonald (Sculptor), Sandy Watson (Empire Café), Elise Huntley and Darcy Condon (Splendour in the Grass), Mat Morris (North Byron Parklands), Trent Morris (Rock and Roll Coffee Company), Obi and Ash (Mullum Mac), Stephen Hall and Susan Tsicalis (Brunswick Valley Historical Society), Jeanette Martin (Mullumbimby Community Garden), Mark Young (NSW Business Chamber), Christopher Dean (Tallowood Ridge Estate), Judy McDonald (Mullumbimby Keep it Local).

**Apologies:** Dean and Jenelle Stanford (Mullumbimby Newsagency), Julie (Echo), David Piesse (Mullumbimby Keep it Local), Margaret and Arthur Hatch (Mooyabil Farm Holidays)

#### 1 Confirmation of Minutes of Previous Meeting

1.1 The Committee confirmed the Minutes of the previous meeting held on 9<sup>th</sup> May 2013 as true and correct (m) Gerard Walker (s) Sandy Watson

#### 2 Correspondence

Thank you letters sent to Mullumbimby Bakery for food and Middle Pub for venue for our last meeting.

Negotiations with Byron Shire Echo to have a full page advert once per month, selling business card advertising spaces at lower cost than usual.

Letter to be written enquiring as to whether Council may allow the Chamber to charge a rate levy to fund a paid administration to organise events etc. (as done by Lismore Chamber of Commerce).

#### 3 Treasurers Report

As attached. Balance \$5468.59

#### 4 Business Arising

4.1 Following our last meeting, as per Ballina Chamber of Commerce procedure outlined by Glenn Costello (Tursa), Executive meet to make decisions so that things get done. Executive have decided on the name, Mullumbimby Chamber of Commerce with by-line Building Business and Community. Mullumbimby Chamber of Commerce website has launched – Magical Mullumbimby website to go ahead later with ready. Logo has been chosen.

4.2 Story in Echo regarding Mullum Wi-Fi project has generated 4 pledges from local businesses. Project was also mentioned in Byron Shire Council E-newsletter. Also ran a story about Magical Mullumbimby.

4.3 Mark Young from NSW Business Chamber. Uptake of benefits to Members is not great. Major Service is workplace advice line (awards, Industrial relations, Human Resources, Workplace Health and Safety). 86% of queries are resolved. 2.1% escalated to Australian Business Lawyers – all advice given by the NSW Business Chamber is backed up by Australian Business Lawyers. Energy bulk purchase deal through Origin Energy. UP to 19% discount. Invite to seminar – Cash Flow in Crisis @ Byron Bay. Cost \$15.00  
Current campaign (Small Business – Too Big to Ignore)

4.4 Parking in Main Street. Many customers surveyed by the Newsagency are parking at Woolworths because it is difficult to find a park in Main Street. Letter to be

written to all businesses asking them to please park out of the 2 hour parking zones. The local Ranger will be regularly policing this. Suggested to include a map in the letter outlining where long term parks are located.

**4.5** North Byron Parklands. Venue approval to hold 3 events yearly, one event secured being Splendour in the Grass from 26<sup>th</sup> to 28<sup>th</sup> July. Approximately 10,000 patrons per day which includes locals. Plan to run shuttle bus from Mullumbimby and Brunswick Heads to venue (Blanches). Whether the fare will be prepaid or walk-up is still in discussion. Service will run to meet requirements. There will be charges for parking at the site to encourage use of the bus service. Limited parking at site. Parking charges to be paid in advance – parking on the day will incur a penalty. How can Mullumbimby be promoted at the event? Include links to our website. How do we want to promote Mullum to event patrons i.e. breakfast crowd and post festival visitors – not party crew? Include the fact that Mullumbimby is less than 15 minutes to Splendour site.

Vehicles of campers at the site will not be able to leave however buses will be available to bring to Mullumbimby. Details of camp sites at Leagues Club and showground to be given to Obi to pass on to the festival organisers.

Provision for advertising? Hard copy program but it is not produced until the event –

more

of an on-site resource.

Discussion about Mullumbimby bus stop location. Suggestions: railway station, Newsagency, scout hall. Train station too close to Woollies. Newsagency would be best as brings visitors

Into town. Suggest for bus to turn left into Tincogan, left into Dalley St to avoid bottleneck at Woollies/Tincogan St intersection. Suggestion by Splendour organisers for us to have information available to visitors at that bus stop.

Splendour representatives to attend a Chamber meeting after the event for feedback.

**4.6** Chamber branding and web report – Obi McDonald Saint. Website is now live. Small print-run brochure has been produced to hand to local businesses and community groups. Will encourage increase in membership. Suggestion that Community College may be a good venue for future meetings (large space).

**4.7** Circus Festival Report Alice Cadwell. Small grassroots festival however same hoops to jump through with Byron Shire Council as larger events. Seeking business partnership rather than sponsorship. Will be producing a Magical Mullumbimby map to be handed to all patrons showing local businesses. Links on website to local chamber, promote local shopping and also through e-newsletters. Hoping local business will advertise on Circus Festival promo pages in Byron Shire Echo, decoration of shop windows, street buskers, and possibility of a discount voucher booklet. Name Magical Mullumbimby and Chamber as sponsors.

Asking Chamber about possibility of contribution to Magic Bus cost, running between town and showground. Letter handed out to Chamber members. Alice to obtain costing for bus and come back to us for feedback.

**4.8** Festival Report – Jeanette Martin. Event Manager appointed – Jonathon Fahey. Lions Club do not want to run the parade but are happy to help on the day. Fire Brigade to help as well. Chamber Letterhead required to send out Letters of invitation to participate. (m) Jeanette Martin (s) Trent Morris. Letters to be sent out this week. Jenelle investigating Insurance options. Costa from Gardening Australia is keynote speaker.

**4.9** Public Art Report – Suvira McDonald. Accepted as member of Public Art Review Panel – meeting next week. An intense work session last week to get the gateway project into that review session. Gateway is the beginning of the whole sculpture walk concept and will lead either way into sculpture walk and is also the closest access to town. In Council now being processed.

Essential Energy has been approached – grants given in April and November. Usually \$1000.00, however we are requesting more of a partnership rather than cash; support in the form of poles, equipment and crew. Scouts have no objection to project; suggest 5 metres high to deter climbing. Haven't heard back from Bundjalung representatives.

Query Re: Maintenance costs. Using first grade paint to reduce wear and tear. Maintenance inspection every 5 years – low maintenance.

Idea to introduce more sculptures ASAP: Renting sculptures suitable for public display. Business sponsor rented sculptures along the walk. Use accumulated funds to generate commissioned pieces.

GPS Apps are available to show virtual sculptures – use to source funding.

**4.10** Photo Competition. Brunswick Heads' competition has been enveloped by the Byron Shire Council competition. They are not terribly happy as it means they lose income. The larger BSC competition has better advertising and prize money. Is it worth running our separate competition (may put noses out of joint) – Brunswick competition is well established and if they think it's too hard....?

Echo prepared to sponsor event by providing advertising leading up to it.

Benefits include source of income for Chamber and also would give us some resources for promotional material. Judges Jeff Dawson and Eve Jeffrey.

Would it be better to engage a professional photographer to take photos for promotional material? Perhaps could also use photos from Museum.

#### **General Business**

**5.1** VIA website. Link to Mullumbimby - Information is out dated and incorrect.

**5.2** Suggestion for Trash and treasure market at Showground. Event already being considered by Showground Trust.

Meeting closed at 9.00 p.m.

Next meeting Tuesday 11<sup>th</sup> June 2013. Venue to be advised.