

Thursday, 30th November, 2017
Mitre10 Diamond Valley, 75 Main Hurstbridge Rod,
Diamond Creek
Commencing at 12noon

Attendance:

Darko Popovski (Nillumbik Shire Council), Heidi Crundwell, Andrew Gillard (Darebin Travel), Ron Vanderzwaart (Overflow Carpets); Claire Nolle – Osteologic Healthcare, P Koiker (Barry Plant), Victor Wong (H&R Block), Kathleen Coulthard (Simply Beautiful Decorations), S Watson (Volumes - Books and Gifts)

1. Apologies

Gina Hallal (Platters Café & Bar), Sue Constance (Eltham Glass), Cr Peter Perkins (Nillumbik Shire Council), Barry Henwood (Valley Financial Services), Gill Di Pasquale (Gigliola), Paige O'Connor (Mitre10), Paul Hooper (Tobin Brothers Funeral Services)

2. Minutes held 5th October, 2017

Minutes not circulated in time before the meeting. Agreed to approve at the next meeting.

3. Diamond Creek Marketing and Promotion Renewal Update

H Crundwell advised that she had met with M Stoermer, CEO of Nillumbik Shire Council and Mitch Grayson, Strategic Advisor to Mayor and Councillors, to discuss the renewal of the Marketing and Business Promotion Levy. The letter sent to D Popovski back in August to instruct NSC to start the process of the renewal had not been sighted by the CEO.

Further to that meeting an email was sent to the Association from M Stoermer, reassuring the Association that the Council want to see the business and marketing promotion levy continue. It was acknowledged by all that it is becoming more and more complex to administer the rate and problematic. An issue that Council is also identifying and the email indicated that the Council would like to move towards a more simplified way of collecting the funds, and this may take the shape of a differential rate.

The committee agreed that H Crundwell send a letter to M Stoermer, indicated that:

The committee still wish to action on the decision of the Special Rate Meeting held in July 2017 for \$120K fixed for 5 years, no CPI increase, no discounts to any properties. It is felt that the businesses that are requesting a discount pay lower due to their lower CIV.

It was furthermore agreed that such letter would also advise NSC of the committee's support of the suggesting of moving towards implementing a Differential Rate.

M Stoermer also offered to provide consultancy services to the Association in the near future to assist in engaging with our membership. The committee agreed to accept this offer and pick up this discussion in the New Year (2018).

4. Diamond Creek Marketing and Promotion Rate Renewal Update

H Crundwell provided a recap on the following:

- Halloween – very popular. No real input on how it could be improved. Traders and community enjoy it. Maybe encourage the industrial area to have a stall in the main street to promote their businesses.
- Xmas Update – whilst there is still some discussion and decisions to be made, H Crundwell met with Amanda Gibson, Andrew Stanley (Light and Sound), Cr Peter Perkins to discuss some ideas for Christmas. What Diamond Creek can expect is rubbish bin wraps, pole toppers, a Light and Sound Christmas Display in Cube Z, a tree lit up and 'Merry Christmas' shone onto an elm tree at the rear of Cube Z. The Santa Letter Boxes (x2), Chute Street Reindeer Hunt and a Santa Clause appearance will also be organized for the Diamond Creek Community. A launch is planned for the Christmas Celebrations the next day, December 1st.
- It was suggested that in future, all branding of promotional material and maps state "Brought to you by – the Diamond Creek Traders".
- A Gillard suggested logo revamp. Committee agreed that this can occur after the Marketing and Business Promotion Levy is renewed.
- Cube Z – P Koklier spoke about his plans to turn Cube Z into an Information Hub and he has already approached local community groups to gauge their interest. The committee felt that this was a great idea. H Crundwell to look into acquiring www.whatsonindiamo.com.au – What's On in Diamo? And

link it to our website. This will generate more traffic to our website. Local football, basketball, cricket clubs can register their Sign Up Days, or similar. Selected Shire Wide events will be feature. The committee liked this idea and supported progress.

- It was suggested that H Crundwell amend our website to invite Expressions of Interest to exhibit in Cube Z. Action H Crundwell

6. Treasurers Report

- H Crundwell tabled the Financial Reports to 31st October. Copies available upon request.
- It was further advised that the GST for the 1st Quarter 2017/18 had been lodged also.
- Bank at Balance is at \$28,210 and nd Term Deposit \$21,219.

V Wong queried the Term Deposit return. All agreed that it is best to support the local Community Bank and keep the funds at the Bendigo Bank Diamond Creek branch.

7. Other Business

A Gillard advised that he is having difficulty changing the ASIC contact details to himself as the Public Officer. It was agreed that H Crundwell enquire with Marendaz, as they are the ATO contact for BAS and GST related issues, to see what is involved and the best way to keep on top of this ASIC paperwork.

8. Next Meeting

It was agreed that early morning meetings are scheduled for Wednesday's as this appeared to suit most.

Meeting closed at 1.20pm

Next Meeting TBA