

Thursday, 5th October, 2017
Mitre10 Diamond Valley, 75 Main Hurstbridge Road,
Diamond Creek
Commencing at 12noon

Note: meeting changed due to The Tin Shed being unavailable due to a special function

Attendance:

Paige O'Connor Hastings (Mitre10), Darko Popovoski (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), Barry Henwood (Valley Financial Services)

1. Apologies

Gina Hallal (Platters Café & Bar), Sue Constance – Eltham Glass, Cr Peter Perkins (Nillumbik Shire Council), Gill Di Pasquale (Gigliola)

2. Minutes of Meeting held 17th August, 2017

Proposed by Paige O'Connor, seconded Claire Nolle, that the minutes of meeting held on 17th August, 2017 be approved. CARRIED.

3. Diamond Creek Marketing and Promotion Rate Renewal Update

The committee discussed this at length, and after D Popovoski spoke about the visits he made to the industrial area businesses and parts of the Diamond Creek Plaza to gauge their thoughts, and all agreed that the mood of the membership is that in principal not against the events and what the Association does, they all have their own stories, but simply they do not want to pay.

Furthermore the committee agreed that moving forward, the rates notice should be changed to say "Marketing and Business Promotion Levy – Diamond Creek" and to repeat in the quarters. It was advised that some members may not see the distinction on the first notice, as they take over the lease after the first payment. Agreed that this is explored in future detail moving forward.

Discussion continued to centre around:

- Are we in a holding pattern because we do not have 50%
- If we do not achieve 50% then it will go to council meeting for approval. If it has council support then the council will send out a letter giving businesses and landlords an opportunity to object.
- Then even after the process is achieved, then a business can still go to VCAT.

Then the committee spoke about the options:

- Option 1 – continue getting support
- Option 2 – restructure the whole thing with current support, reconfigure the whole thing, ie do marketing for main street and chute street only
- Option 3 – keep association alive and seek council support

A Differential Rate was discussed, but not the preferred option at this stage.

4. Infrastructure and Transport Sub Committee

No report.

5. Marketing

Christmas Decorations – further to the announcement of \$150K across the Shire, H Crundwell had met with Council representatives to discuss ideas. The committee came up with the following - banner poles string decorations? Santa on top of Cube Z and his sleigh. H Crundwell to take these ideas back to Council. Committee agreed to put more focus into Facebook social media for Christmas ideas and events, rather than printing a catalogue as tabled.

Yarrambat Golf Club – H Crundwell tabled a letter received from the Golf Club seeking sponsorship. H Crundwell to write and advise that this is not possible due to budgetary constraints.

Cube Z – P Koker enquired if it is possible to use Cube Z as an Information Centre, this might help to attract interest in Diamond Creek "What's on in Diamo?" Community organisations and volunteers could man the container and it will contain brochures with each organisation invited to display their own flyers and information literature. H Crundwell to email community information to P Koiker.

Diamond the Cow - Aprons and tea towels. The committee agreed to purchase and sell these items for profit. H Crundwell to speak with A Gibson.

6. Treasurers Report

No reports were tabled as we are transitioning to a new book keeping service.

To save costs, K Coultard suggested that we look at using Vista Print in the future.

7. AGM

Noted that this is scheduled for Wednesday, 18th October at Nillumbik Cellars.

8. Other Business

Committee nomination

Barry Henwood proposed Peter Kokier (Barry Plant) be nominated as a committee, seconded K Coultard.
APPROVED.

Opening of the Community Centre

D Popovski advised the committee and invited them to the launch of the newly refurbished Community Centre.
Invitations were emailed earlier that day.

Meeting closed – 1.46pm