

MINUTES OF EXECUTIVE MEETING

18 September 2008
Bomaderry Bowling Club

MEETING OPENED

7.10am by Garry Wilbraham

Welcome Greg Fellows and Catherine Shields to the committee.

1. ATTENDANCE

Chair: Garry Wilbraham

Tony Emery, Lynnette Kearney, Doug Symes, John Lamont, Chance Hanlon, Paul Henderson, Murray Mortimer, Harry Ray, Greg Fellows, Catherine Shields

Minutes: Sonya Cochrane

APOLOGIES

Beverley Bloomfield, Greg Fellows

Motion To accept the apologies

Moved: Paul Henderson Seconded: Lynnette Kearney

Carried

2. MINUTES OF PREVIOUS MEETING

Motion To accept the minutes of the meeting 24 July

Moved: Paul Henderson Seconded: John Lamont

Carried

3. BUSINESS ARISING FROM MINUTES

3.1 Southern Area Business Awards - Garry Wilbraham

Well worth attending. About 300 guests; the awards had more of a human touch than the Shoalhaven awards with best apprentice, employee and friendliest staff recognised.

3.2 Membership - Garry Wilbraham

167 members at the last meeting, now 230; we have exceeded membership of last year.

3.3 IBC Affiliations – Tony Emery

We want affiliations that compliment us. One day a week an IBC staffer will be in the Shoalhaven seeking membership. Ever member they join up will become an automatic member of the SBC; the IBC charges will remain the same and they will pay our fees from this in accordance with our guidelines ie. \$180, \$260 and \$330. This is an ongoing arrangement. It is anticipated we will both join more members by offering joint membership. We will co-host events with them such as guest speakers. Their marketing and membership committee has accepted the premise; it now must go to the NSW Business Chamber. I suggest the four Exec Committee who are current members of the IBC meet and discuss the agreement. IBC have 40 members in the Shoalhaven and no other affiliations.

Action JL, CH,
HR, TE

4. CORRESPONDENCE

4.1 Nowra High School

Sponsorship of end of year award – supported for the past two years at least

Motion Move \$50 sponsorship be given to the nominated NHS Year 12 Business Studies student for the purchase of books

Moved: John Lamont Seconded: Murray Mortimer

Carried

4.2 SCC response to Glenn Rowan public parking

Read letter and ensure we have all the facts before responding in support of Glenn

Murray
Mortimer

4.3 *Blueprint Shoalhaven – acting as legal identity*
 Discussion took place questioning whether this is within our statute; does it help our members and how does it give us growth? The outcome is the SBC has identified youth employment and promoting the Shoalhaven as a place for working and living as key factors in business and industry growth. This conference addresses these issues and as the Shoalhaven Business Chamber we should be supporting it as well as promoting to and encouraging our members to attend.

Motion **Move we sponsor the breakfast to \$1000 and in return receive several complimentary tickets to the conference that can be used by Executive members over the two days. Garry to liaise with Rhonda McGuire**
 Moved Murray Mortimer Seconded Lynnette Kearney **Carried**

4.4 **Future Park**
 Wait to receive further correspondence

4.5 **YWCA**
 Request \$200 sponsorship + purchase and supply of promotional material in support of Anti Poverty Day to be held at East Nowra shops. At this time we are not able to support this.

Motion **Accept correspondence as read**
 Moved: Paul Henderson Seconded: John Lamont **Carried**

5. SUB COMMITTEE REPORTS

5.1.1 **FINANCE - Doug Symes**
 I believe we want as a Chamber to generate something that is worthwhile in the community. We have discussed there is potential for 500 members. Our current membership of around 240 members @ \$200, generates about \$50,000. We need to identify 1. What the business we are trying to generate is 2. The ongoing long term marketing needed to do this.

The Executive needs to provide feedback on the plan so a final report and proper marketing procedure can be finalised. We are not in a position to draw up a realistic budget without the marketing policy. Once this is in place at the end of each month we can look at budgeted activities and actuals.

Paul Henderson
 My understanding is we are employing someone to allow Sonya the time to get the marketing plan in place?

Harry Ray
 What is missing so far from this is monthly finance reports. I would request the marketing plan be circulated and before the next meeting a budget based on that strategy be produced and monthly reporting documents be suggested.

Murray Mortimer
 I disagree entirely. We don't need a marketing plan now. We need to identify what is our role in the community – to grow a vibrant and profitable business? We should be addressing how to provide a service to the current membership; how to use this organisation to do things for our members. If we get that right, more people will think it is important to join. For example we want to influence things and teach potential and existing businesses about the environment they operate in.

Paul Henderson
 This is part of the marketing plan

Garry Wilbraham
 I don't believe anyone is in disagreement. The viewpoints we have heard are all working toward a common goal. Each of the comments made are key factors in the whole issue. I would suggest Finance Committee – Doug, John, Harry and I and any other member interested, meet in order to discuss how we are to proceed and report back to the committee next month.

DS, JL, HR,
 GW

Draw up a plan that outlines the direction we want to take and a marketing strategy to increase membership. Sonya
 Cochrane

5.1.2 *Balances*
SBC account \$48,729.08
NCP account \$70,720.20
Voucher \$27,292.94

Motion Move to accept the financial report as presented

Moved: Paul Henderson Seconded: John Lamont

Carried

5.2 NOWRA CBD PROMOTIONS

5.2.1 A meeting was held during the month attended by the majority of Exec members to review and discuss the Committees plans and budget. The underlying aim is to increase pride (not representing that Nowra has a bad image). This will be approached with the publication of a four monthly magazine which highlights the quality and diversity of local businesses – retail and professionals. It is an ongoing activity – a slow burn marketing strategy.

Motion Move the Nowra CBD report be accepted

Moved: Tony Emery Seconded: John Lamont

Carried

5.2.2 The Committee has lost Sherice due to her transfer to Sydney. We would like to replace her with marketing qualifications; recommendations from the Exec welcomed. Tony Emery requested Sunday business is promoted in the newsletter.

5.3 MEETINGS AND EVENTS

5.3.1 *Business After Hours*

30 September, at Boatshed, CBA hosts.

5.30 – 7.00pm. Members only, free to two members, any additional guests pay. Limited to 80 guests. Shoalhaven Business Chamber will contribute up to \$800 for the bar.

General Meeting October

21 October, at Worrigee House, Go Hire sponsors

Barry Russell has agreed to come and speak on roads

Christmas Super Dinner November

Change to 27 November at Worrigee House

Christmas Super Dinner & General Meeting, Guest Speaker & SYO arranged to date

Christmas break - Next Members Meeting

Tuesday 17 February 2009

5.3.2 *Member meeting member management*

Request Executive Members make themselves available to greet members and in particular new and prospective members. New/prospective members will be identified by a coloured sticker on their name tag.

5.3.3 *Presentations*

Reinforce to speakers the time limit.

Motion Accept the meeting and events report.

Moved: Chance Hanlon Seconded: Murray Mortimer

Carried

6 GENERAL BUSINESS

6.1 *Elections*

New mayor and council – must lobby ourselves as an influential and active body. We do this by identifying our top ten priorities and hound the SCC on these. Support them and they support us; without involving ourselves in their politics.

Lunch meeting with the new mayor and deputy next week – Tony and Garry.

Letter of congratulations to new and past councillors

Sonya

6.2

Micro business club

Lynnette is setting one up. Greg Fellows also has a lunch one in Ulladulla.

MEETING CLOSED 9.00am

NEXT EXEC MEETING Thursday 23 October 2008, 7.00am. Bomaderry Bowling Club

NEXT MEMBERS MEETING Tuesday 21 October, 6.00pm. Worrigee House

ATTACHMENT Action table 18 September 2008 Executive meeting

ACTION TABLE**18 September 2008**

ITEM	ACTION	PERSON
3.3	Exec Committee who are current members of the IBC meet and discuss the agreement. IBC have 40 members in the Shoalhaven and no other affiliations.	Tony Emery, Chance Hanlon, John Lamont, Harry Ray
5.1.1	Business and marketing plans; meeting to determine how to move forward	Doug Symes, Harry Ray, John Lamont, Garry Wilbraham & any others
5.1.1	Draw up a business and marketing plan outlining the directions we want to take	Sonya Cochrane
6.1	Letter of congratulations to new and past councilors	