

## **YAMBA DISTRICT CHAMBER OF COMMERCE INC**

**MINUTES** of a General Meeting held on October 13, 2008 at 7:00 a.m. at the Angourie Rainforest Resort.

**PRESENT:** Elizabeth Kime, Bev Mansfield, Angela VandenBoom, Sammy Hunt, Karen Toms, Tina Morgan, John Robson, Jerry Stephens, Lorraine Wiseman, Peter Munro, David Wible, Graham Lees, David Reeves, Dom Ferry, Gerold Rupkalvis, Marea Buist, Helen Robertson, Tania Williams

**APOLOGIES:** Sue Moten, Mark Bathgate, Andrea Miltiadou, Kathy Lollback, Maria Evans, Trevor Hageman

### **PRESIDENT'S WELCOME:**

The President welcomed all members to the meeting and introduced the draw winner from the previous meeting, Marea Buist of the Port of Yamba Historical Society.

#### The Port of Yamba Historical Society

Firstly Marea informed the meeting that Museums NSW had introduced awards for museums for the first time in the current year and that PYHS has become a Finalist.

During the time Marea has been working for the PYHS many changes have occurred and there is now established a one stop research program for visitors and residents alike, who can now do all necessary research at the Story House Museum with the use of a computer.

She explained that the Museum is much like any ordinary business as they have to abide by many government rules and regulations, have to meet budgets and maintain the building. Currently there is a staff of some 50 volunteers and Marea tries to make all of them feel as if they are helping the community as a whole.

The Museum, she feels, is the only real attraction in Yamba for tourists but she feels that they need to make a greater effort to attract locals to the exhibitions and displays. There is a new marketing and strategic plan which will address the matter and she feels confident that local people will become more involved as they have been so generous in helping the PYHS get to where it is today. Marea distributed applications for membership to the PYHS and invited members of the Chamber who were present, to fill one in.

The President thanked Marea for her very informative and interesting talk and briefly mentioned that she had been pleased to have been invited to the Blue Dolphin which, in conjunction with the Lower Clarence Tourism Board is hosting a team from the Australian Fishing Championship Show which will be screen in December on Channel 10, highlighting our wonderful region and the magnificent Clarence River. She also congratulated all local businesses for their nominations for North Coast Business Awards

The President then continued with the following program.

1. Strategic Planning As the Treasurer, Maria Evans, was unable to attend the meeting, the President said she was postponing the discussion on Strategic Planning until the November meeting. In the meantime she read out the Mission Statement that Maria put together from the previous strategic planning session.

“To assist in the promotion and marketing of Yamba Businesses, whilst continuing to strengthen relations and work to the best interest of the Yamba Community”.

This Mission statement will be distributed to members for consideration. Opportunity for further discussion will be made at the next General Meeting.

2. Tourism Touchscreens This matter is still in abeyance and waiting upon a decision by the management of Yamba Fair as to the machine’s location within the centre. There was a brief discussion about other possible sites, however it was felt that this should be left until the position of Yamba Fair is known, probably within a couple of weeks. Karen Toms inquired if there was a way that they track the usage of the machine. It was replied they can but inquiries would need to be made to find out exactly how this is achieved. The Secretary reminded the President that the name of the contract needs to be amended to the full title of the Chamber. The President then asked if the Chamber was prepared to go ahead and sign the contract with Tourism Touchscreens.

Proposed Tania Williams  
Seconded Karen Toms  
**CARRIED**

3. Television Advertising The President reported that no sponsor for the extra month of advertising had been found, partly because of the unfortunate timing of the Council Elections at the time when the Chamber was seeking some financial support. She therefore proposed that the Chamber pay for the extended period, given that Channel 10 is offering such a worthwhile financial package, and that the copyright period for the music expires in December. After some discussion the President moved that the expenditure of \$3,300 for the extended advertising period be approved.

Proposed Tania Williams  
Seconded Dom Ferry  
**CARRIED**

There was a lengthy discussion concerning television advertising in general and the difficulties in determining whether or not it is successful. Graham Lees felt that more advertising should be done in SE Queensland which is where the majority of tourists to Yamba originate. It was agreed that a much more sophisticated type of advertising would be needed for such a campaign and the President is proposing to start working on one, with low production costs, to promote mid-winter holidays for 2009.

Several suggestions were made for alternate methods of advertising, such as in retirement literature to connect with the ‘grey nomads’ or in The Land newspaper which has wide coverage over a traditional holiday clientele areas. The President said all areas should be considered but that as her time is limited maybe other members might make initial enquiries. She also said that it was imperative to have a proper marketing plan put together before applying to the Department of State and Rural Development for funding.

4. Customer Service Awards The President outlined the basis of this plan which is designed to encourage all business personnel to try even harder to win the approbation of their customers. The Lower Clarence Review had agreed to become a partner in this scheme and a coupon allowing the public to nominate people for awards. There will be a drop off point for such nominations at several business premises, or they can be sent to the Chamber’s PO Box. The awards are to be run monthly and the Executive Committee will pick the monthly winner. The prize will be a certificate together with a token jar of lollies

which are designed as being a small prize to share with the business/customers and create a talking point.. The Review will publish a photograph of the winner in the paper each month. **IT WAS UNANIMOUSLY AGREED** that this plan should be put into action forthwith.

5. Christmas Sponsorship Programme The President said she thought that although members at Christmas are obviously focused on the commercialization of this retail spending period, that this should not rule out the Chamber getting in touch with the 'spirit' of Christmas by sharing, giving and caring. At a time when the media is looking for feel-good stories, the Yamba Community could be well placed to provide one.

While this programme does come from an altruistic base, the Chamber, supporting the programme with a strong media campaign, can turn it into an innovative PR program and non-traditional marking concept.

Proposal:

- partnership with another group, such as Rotary
- sponsor a family to visit Yamba
- visit to occur during school holidays – i.e. shoulder not peak
- Chamber to fix a budget of \$2,000
- Budget to be used to pay for costs of accommodation, hospitality and activities/experiences
- Members invited to nominate to provide the above at cost
- Partner group (Rotary) to assist in administration, family selection and local 'hosting' of the families which would be those facing particular hardship
- The focus of the PR would be – Yamba, more than a beautiful beach destination – a warm caring community providing cheerful respite for families doing it tough
- Yannick Martin, President of Rotary, is supportive in principal of this scheme but has not yet sought her organisation's support of it.
- There is the possibility of seeking external/matching funding for this programme.

**What does the budget cover?**

It covers all out of pocket costs for operators (members first option) who chose to participate.

**What does the budget buy?**

Positive public relations aimed to the sponsor families' community media, featured on our website, press releases also pitched to local state and national media pre-Christmas.

**Beyond the budget** ... a community working together to foster the spirit of our community giving and sharing at Christmas time.

The President proposed that the Chamber be authorized to spend \$2,000 for this programme.

Proposed Tania Williams  
Seconded Sammy Hunt  
**CARRIED**

6. New TV Marketing Campaign The President proposed that the Chamber commence planning for a new, more direct, call to action advertisement than the one made for the Surf Club Centenary, targeted to SE Queensland family holiday market. This campaign would have low production costs but visually and emotive high impact.

A new weblink would be created for more information to use as a performance indicator. A brochure/pack to send to requests for information received would be sent out using pre-existing resources from Clarence Valley Tourism.

The aim is to have the commercial in use 6 weeks prior to mid-year winter holidays and to have a trial run for a six week period initially.

More planning is to be undertaken before a formal proposal will be put to the Chamber, probably in February/March 2009.

**MINUTES OF PREVIOUS MEETING:**

The Secretary moved that the Minutes of the Previous Meeting, having been circulated and also being present on the table, be accepted as read

Proposed Elizabeth Kime  
Seconded Bev Mansfield

Due to the fact that Mr. Dom Ferry had to leave the meeting early, the President then called on him to make his report on the Surfing the Coldstream Festival.

Mr. Ferry pointed out that it is only 12 days to the Festival and that the prediction is that 15,000 people will be visiting it. He wondered if anyone present had noted their big new sign which is on the wall above the Spar supermarket. There are certain ramifications for business along Coldstream Street which will be closed several times during the Festival. A huge TV and other media advertising campaign has been launched. He thank the Chamber for its donation and outlined the places where the Sponsor logo will be displayed as a result. Alcohol laws have been changed since the last Surfing the Coldstream Festival, which has resulted in no drinking is to take place within the Yamba Oval. However to overcome this dilemma, a properly licenced bar will be set up in the Oval which will serve beer, wine and snacks. There will be a small cover charge. He thanks all the volunteers who make this Festival happen and also the generous sponsorship from Yamba business which, this year, amounts to \$22,500. There will be a large police presence at the Festival as well as four extra men from Maclean Security. Finally he said that tickets for the show in the Big Top are now on sale for \$20 but that they will be \$25 on the night. The Big Top will seat 500 people.

**TREASURER'S REPORT**

In the absence of the Treasurer, the President read the balances from the current financial statement. The current balance in the Chamber's current account is \$11,256. She then proposed that the Treasurer's Report be accepted as read and that it form a part of these Minutes

Proposed Elizabeth Kime  
Seconded John Robson

**SECRETARY'S REPORT**

The Secretary said that all incoming and outgoing mail for the past five weeks was on the table and that there were no outstanding matters of interest contained therein. She then proposed that the correspondence be received and approved.

Proposed Elizabeth Kime  
Seconded Bev Mansfield

**MATTERS ARISING:**

i. The Secretary enquired if the conversion of the Chamber's data base to MYOB is completed. This was not known at this time. She also enquired if it was known how many members had paid for this year's subscription. This was also not known at this time.

ii. It was reported by the President that the Executive recommends that members not having renewed their memberships by 30/09/08 should be removed from the data base and that website listings, if any be removed from the website. The Secretary reported that Melissa Lutton has suggested that whilst the members' listings will be removed, she will store the underlying information in case the member in question rejoins at a later date. This could prove to be a great saving in the costs of putting up a whole new listing.

iii. The Secretary reported that she has put together a list of Chamber activities and past achievements which could be used to give new businesses a very valid reason for joining. The problem was how this information pack could be distributed and the Chamber is very grateful for John Robson of Tursa for offering to do this. The Secretary to co-ordinate all information regarding new businesses with John.

iv. The President reported that Sallyanne Miranda-Madden had resigned as an Executive member and that according to the Rule Book guidelines a new Executive member has been appointed by the Executive Committee. This is Kellie Henwood of the Yamba YHA Back Packers Hostel. The President thanked Sallyanne Miranda-Madden for all the work she has done for the Chamber in previous years.

v. Damage to the Village Noticeboard was discussed and Bev Mansfield said it was thought that the damaged sheet of Perspex would be left in place until such time as the damage is so severe it could cause damage to the noticeboard itself.

She also reported that the Noticeboard at Whiting Beach was finally completed and she showed photographs of the board. **IT WAS AGREED** that this was a fine effort and the President thank Bev Mansfield and Sammy Hunt for all their work in this regard.

It was also noted that there are still some spaces available for rent on the Village Noticeboard and that any members wishing to avail themselves of the opportunity of getting one should either contact Bev Mansfield or [info@yambaNSW.com.au](mailto:info@yambaNSW.com.au). The cost of the renting a space at this site is \$250 per annum.

#### **COMMITTEE REPORTS:**

i. Sammy Hunt reported that she will no longer be able to attend meetings of the Liquor Accord or Crime Prevention Committees. Dom Ferry is already a member of the former and will represent the Chamber at future meetings whilst Karen Toms chairs the Council Crime Prevent Committee and will report to the Chamber on its activities and decisions from time to time.

ii. Website Committee. Elizabeth Kime reported that the housekeeping part of the website renovations is now completed. A meeting with Melissa Lutton has been arranged for October 15, 2008 at 7:00 a.m. at 32 Westringia Place, and which is open to any member who might wish to take part. The meeting is to determine if and how the website might be made to produce income for the Chamber.

Further Elizabeth reported the arrival of the new Geographic Domain, [www.yamba.nsw.au](http://www.yamba.nsw.au) the URL of which very closely resembles the Chamber's existing URL of [www.yambaNSW.com.au](http://www.yambaNSW.com.au). In order to make sure that the Chamber keeps control over this new community website it has reserved the URL and strongly recommends the purchase of the site for the next two years.

A full website report is attached to and forms a part of these Minutes.

#### **NEW BUSINESS:**

i. The Secretary enquired if there has been a letter received from C-BEC. It was reported last month that this organization would be in touch with the Chamber inviting it to become a Foundation Member at a cost of \$250. The Executive Committee decided that it would be to the Chamber's advantage to accept this offer. Karen Toms volunteered to look further into this matter.

ii. 2GF "Live Outside" Christmas Broadcast. The Chamber has received notification that it could get a much more complete coverage in this year's programme than it had in last year's which, it was felt, was very successful. The President said that this year the cost would be \$1000 and that she would look further into what that sum actually bought and that she would report back to the November meeting.

iii. Sammy Hunt requested that the Secretary write to the Road Transport Authority to remind them of their commitment to improve on the road signage that indicates Yamba. The Secretary said that she would undertake this.

**DRAW:**

**Business Showcase of the Month winner was\**

**Graham Lees  
Yamba Sun Motel**

**Congratulations Graham – we look forward to hearing about the new- look Yamba Sun and Aston Motels**

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**The next General Meeting of the Yamba District Chamber of Commerce will be held on November 3, 2008 at the Angourie Rainforest Reserve at 7:00 a.m. This will be the last meeting of 2008.**

**The next Executive Meeting of the Yamba District Chamber of Commerce will be held on October 27, 2008 at the Bean Scene, Yamba at 7:15 a.m.**

# Yamba District Chamber of Commerce Inc.

PO Box 278  
Yamba NSW 2464

## Balance Sheet

As of September 2008

9/10/2008  
11:18:35 AM

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<b>Assets</b>		
Current Assets		
Cash On Hand		
Commonwealth Bank	-381.86	
BCU	11,638.79	
Total Cash On Hand		11,256.93
Savings Funds		
Westlawn YT0279/2	10,280.85	
Westlawn YT0279/1	9,602.27	
Total Savings Funds		19,883.12
Trade Debtors	5,587.00	
Overpaid PAYGW	264.00	
Total Current Assets		36,991.05
Property & Equipment		
yambaNSW		
Equipment at Cost YOL	18,590.02	
Equipment Accum Dep'nc YOL	-6,143.52	
Total yambaNSW		12,446.50
Community Notice Board		
Equipment at Cost CNB	3,492.27	
Total Property & Equipment		15,938.77
Total Assets		52,929.82
<b>Liabilities</b>		
Current Liabilities		
Trade Creditors	-6,666.49	
Accruals	2,090.00	
GST Liabilities		
GST Collected	4,442.63	
GST Paid	-1,555.88	
GST Overclaimed	-244.00	
Total GST Liabilities		2,642.75
Total Current Liabilities		-1,933.74
Long-Term Liabilities		
Total Liabilities		-1,933.74
Net Assets		54,863.56
<b>Equity</b>		
Member's Equity		
Member's Capital	37.20	
Total Member's Equity		37.20
Retained Earnings		17,994.83
Current Year Earnings		12,247.04
Historical Balancing		24,584.89
Total Equity		54,863.56

## YAMBA DISTRICT CHAMBER OF COMMERCE INC

### Website Report for

#### **General Meeting held on October 13, 2008 at Angourie Rainforest Resort at 7:00 a.m.**

1. The website continues to get in the region of 50,000 hits a month
2. The housekeeping work of amending, correcting and getting members' listings up on the site is virtually at an end. It has been an enormous job involving many hours work, and will have cost the Chamber in the region of \$1000.
3. If members have not paid their renewals by the end of October, 2008 their initial listing will be removed from the site. However the content of their site will be retain in case they do renew at a later date as this will save an enormous amount of time and, therefore, cost. It is proposed that a scale of fees be set up for members who want more than the one FREE listing on the website.
4. There are two projects still to tackle, those being A Postcard from Yamba and the original, \$2,000 Photo Gallery. Melissa Lutton is going to consult further on this matter with CEinternet as the latter, especially, is very tricky to reinstate and an error could lead to a disaster.
5. On Wednesday October 15 the Website Committee invites any members interested to attend a meeting at 7:00 a.m. – venue as yet to be decided upon but it will be in Yamba – to help make several decisions with respect to the website. The matters for discussion are:
  - (a) Making the website pay for its own up-keep and, hopefully, make some money for the Chamber. It is considered not impossible to raise some \$3000 annually from the website.
  - (b) To discuss further improvements for the website such as, hopefully, getting a link with the Surf Club's new wave cam and the possibility of getting a bar cam sponsored by the Port of Yamba Authority.
  - (c) To discuss the repercussions of the new Geographic Domains programme. The Chamber has reserved the new domain name for the proposed community website and is interested in the possibility of running it and the existing site in tandem. It is felt both sites could feed from each other to the benefit of both sites.

If any members want to take part in these discussions please let Elizabeth Kime know before you leave.