

YAMBA DISTRICT CHAMBER OF COMMERCE INC

MINUTES of a General Meeting held at Angourie Rainforest Resort on September 1, 2008 at 7:00 a.m.

PRESENT: John Robson, Sammy Hunt, Kellie Hen-Wood, Gerold Rupkalvis, Sheila Moore, Siobhain Strain, David Wiblen, Peter Munro, Lorraine Wiseman, Louise Horan, Gaewen Dickenson, Karen Toms, Brett Morgas, Dom Ferry, Mark Grace, Sue Moten, Maria Evans, Jenny Stephens, Bev Mansfield, Kathy Lollback, Brad Johnson, Elizabeth Kime, Tania Williams

APOLOGIES: Lynette Mcguire, Brendan Nash, Yamba Fair, Peter Muldoon, Trevor Hagman, Sallyanne Miranda-Madden, Denise Gillies

IN ATTENDANCE: Shane O'Donnell, Tourism Touchscreens

PRESIDENT'S WELCOME:

The President opened the meeting at 7:10 a.m. and, apologising for a slight delay in the kitchen, announced there would be a slight switch in the Agenda. She then introduced the winner of the August "Highlight Your Business" Draw, Mr. Mark Grace, Branch Manager of Wesley Uniting Employment, Yamba.

Mr. Grace informed the meeting that Wesley Uniting operates on a government contract and that its principal focus is finding the right person for the right job. At the core of their vision statement are the words "in the heart of the Community" – in other words the company aims to be a part of the community and not just a big and impersonal operator.

A recent improvement which is of great benefit to Yamba is the fact that the Yamba office is now a stand alone branch, rather than being in the charge of a distant branch. This of course means that all decisions are made at the coal face as it were, and by the local Branch Manager.

The President thanked Mr. Grace for his insight into Wesley Uniting and introduced the next speaker, Mr. Shane O'Donnell of Tourism Touchscreens.

Tourism Touchscreens

Mr. O'Donnell explained that the Touchscreens are a stand alone, electronic, brochure stand. They are very flexible as to content and very fast to respond to the various prompts from members of the public – working a great deal faster than, for instance, a normal computer and indeed virtually instantaneously. They are already placed all over Australia and New Zealand and have proven to be a great success in the chosen locations.

Although there is one in places like Grafton and Lismore, Yamba has not been considered for a kiosk previously. There was a suggestion that one be put in Ferry Park, however this was not taken up. Tourism Touchscreens indicated they would be willing to consider this kiosk be placed at Yamba instead, at a location such as Yamba Fair. The machines can work 24 hours, 7 days a week as there is a touch pad outside any window in which the machine has been placed. They have up to a 32 inch plasma screen.

There is no cost involved to the Chamber of Commerce. The company makes its profit by selling advertising to local businesses and in order to warrant the installation of a machine, Tourism Touchscreens would need to sell 15 advertisements here in Yamba for the machine to be viable. Tourism Touchscreens do all the selling. Advertising costs begin at \$165 a quarter, plus productions costs which depend upon the complexity of the advertisement.

Mr O'Donnell felt that the Chamber advertisement now showing on Channel 10 would be perfect for the Yamba inclusion in the program on the machine.

The presentation highlighted three benefits of an association with Tourism Touchscreens:

1. To assist visitors to Yamba in obtaining tourist information;
2. To raise the profile of Yamba as a tourist destination in other information centres throughout Australia;
3. To have a travelling facility, ie a kiosk, available to take to trade fairs/expos etc which promote Yamba.

Questions remain about benefits of membership in connection with advertising for members on the network. There is a suggestion that while the Chamber is the driver for this network, advertising be available only to members, thereby being an advantage of membership.

After a few members had put questions to Mr. O'Donnell about the network, **IT WAS RESOLVED** that the Chamber should make all arrangements to get such a machine installed.

Proposed Tania Williams
Seconded Kathy Lollback
CARRIED UNANIMOUSLY

MINUTES OF PREVIOUS MEETING:

The President informed the meeting that, from now on, the Minutes of General Meetings, Agendas, newsletters and media releases will be posted on www.yambaNSW.com.au Minutes will continue to be e-mailed to individual members although this will eventually be phased out.

The Secretary advised the meeting that there was an error in the Minutes of the Meeting of August 4, 2008 and that the Treasurer's Report was incorrectly

ascribed as being proposed by Maria Buist. The Treasurer's Report was, in fact, proposed for acceptance by Maria Evans. This mistake has been rectified in the file copy of the Minutes.

The Minutes of the previous meeting, having been distributed, were accepted as read.

Proposed Kathy Lollback
Seconded Brad Johnson

PRESIDENT'S REPORT:

i. **TV Advertising Campaign** The response to the advertisement has been very positive, however it is disappointing that there has not been directly attributable changes in website activity. Although the campaign is secure for four months efforts are still being made to find more sponsors and a letter is to be sent to Clarence Valley Council in this regard. Dom Ferry suggested that the Chamber should apply to State and Regional Development for a Grant.

ii. **Jim Agnew** It has now been firmly established that the \$12,000 referred to by Jim Agnew with respect to the Ambulance Station/Health Centre has no ties with the present Chamber of Commerce. It was raised by a group of shop owners known as the Down Town Committee for the purpose of helping to fund an ambulance station prior to the establishment of the existing Chamber. Jim See and Vic White are the signatories for the special account into which this money is held.

iii. **Christmas Function.** An informal affair will be organised for the Chamber's Christmas get together. It was thought that an outdoor location might be appropriate if one could be found that allowed the use of alcohol. Suggestions were sought and **IT WAS DECIDED THAT** Karen Toms would enquire if such an event could be held at the Beachside Social Centre and that Elizabeth Kime would make the same enquiry of The Sands Social Centre.

iv. **Meet the Candidates Night** The President reported that this function was extremely successful with only one candidate missing due to his being recalled to Canberra.

TREASURER'S REPORT:

The Treasurer presented a month end statement to the meeting which is attached to and forms a part of these Minutes.

She reported that there are still 60+ members who have not paid their annual fees and **IT WAS DECIDED THAT** reminders would be sent to these members and that if their dues were not paid by the end of September, they would be removed from the roll of current members. **IT WAS FURTHER DECIDED** that any holders of advertising slots on the village Noticeboard who have not paid for their space thereon, should also be sent a reminder and that

if they have not paid by the end of September then the space should be allotted to any other interested member.

The Treasurer further reported that there would be some difficulty in presenting a Profit and Loss Statement due to some memberships running from June 30 and some from a date in July.

The Treasurer then **MOVED** that the Balance Sheet as presented and dated as at 3/08/2008 be accepted.

Proposed Maria Evans
Seconded Sammy Hunt

SECRETARY'S REPORT:

Correspondence The Secretary tabled correspondence received and sent for the month of August. She had selected some of the more important correspondence to read to the meeting including an illuminating letter from Westlawn which clearly delineated its dedication to the community in general and to the safety of depositors' funds. She also reported that a letter has been sent to C-BEC to advise them that members require more than 48 hours notice of any meetings being held in Grafton. Members were invited to read any correspondence tabled which might be of interest to them. The Secretary then proposed that the correspondence be accepted in full.

Proposed Elizabeth Kime
Seconded Karen Toms

MATTERS ARISING:

i. **Village Noticeboard** Bev Mansfield advised that one side of the glass/perspex of the noticeboard has been damaged and that she has asked Vital Signs to replace it as a matter of urgency. She reported that 9 of the advertisers on the noticeboard have not yet paid for their yearly rental and that new advertisers would be sought if they did not pay what is owing by the end of September.

ii. **Committee Reports** Sammy Hunt reported that she had attended a Yamba Community Facilities Development Committee on August 20, 2008. Matters discussed were (a) Yamba Fair Newsagency had its request to become an agency to collect Council rates rejected by Council on the grounds that there are sufficient ways of doing this already available. (b) Review of the s355 Committee 2004-2008. Committee asked to complete a survey in regards to its functions. It will continue in its present form for six months until the new Council has a look at the recommendations. There was discussion at the meeting that a break away group incorporating Yamba Health Facilities, which might be an advantage for Yamba. This committee oversees the running of the facilities at Treelands Drive and Wooli Street.

Sammy Hunt also reported that she had attended a meeting of Neighbourhood Watch on August 12, 2008. The Police Report stated that all activities down in the last month with no break and entries reported. A few minor incidents occurring at Whiting Beach, involving people lighting bonfires with police moving the involved parties on.

There has been increased interest in Neighbourhood Watch in the Northern Rivers area with South Grafton forming a group, and Casino holding a meeting with the view to doing the same.

Please use the Police Assistance Line if you wish to report a crime but either don't want to be identified or wish the police to attend. The telephone number is 131-444.

Elizabeth Kime reported that the Website Committee is making steady headway with the enormous task of bringing members' website listings up to date. This has been a much bigger task than either she or Melissa Lutton had anticipated as has bringing the text up to date and proof read for inaccuracies and grammatical errors.

They are hopeful that this work will be finished by the end of this month at which time work can begin on improving the content of the site. There is some discussion about possible ways of the website raising money for the Chamber, although when it was first put up it was decided to make it a non-commercial site. At the time this is discussed members of the Chamber will be invited to attend a session of the Website Committee to discuss the pros and cons of this suggestion – and also ways that it is possible to raise advertising revenue from cyberspace.

Elizabeth Kime tabled a lengthy report concerning work done on the site and the possibilities of its further development and this is attached to, and forms a part of these Minutes.

OPPORTUNITY KNOCKS!

There is a vacancy on the BUSINESS EXCELLENCE AWARDS COMMITTEE. Could this be Y O U R moment to step out into civic life and represent the Chamber of Commerce on this committee which, more than any other, promotes that quality of excellence in the business world which all good business people are trying to promote in their own workplaces. Please contact info@yambaNSW.com.au.

NEW BUSINESS:

i. Dom Ferry reported that Surfing the Coldstream is holding a Sponsors' Night from 6 – 7 p.m, 3rd September. at the Golf Club. All welcome to come and to hear how plans are going for the festival which is only 8 weeks away from delivering 15,000 people to town!

ii. Sheila Moore, Blue Dolphin, reported continuing vandalism of fencing at the Blue Dolphin which is going to result in stronger, but less attractive fencing being constructed.

WINNERS ARE GRINNERS

- and the winner of the unique opportunity of the Naming Rights for the Art Walk at Surfing the Coldstream Festival is

Big 4 Yamba – Clarence Coast Resort

and

the winner of the Business Showcase for the month of September is –

The Port of Yamba Historical Society

The next General Meeting of the Chamber of Commerce will be held on October 13, 2008 at Angourie Rainforest Resort, Yamba, at 7:00 a.m. Please RSVP by October 8, 2008 should you wish to fortify your day with a delicious cooked breakfast. Coffee only also available.

Yamba District Chamber of Commerce Inc.

PO Box 278
Yamba NSW 2464

Balance Sheet

As of August 2008

9/10/2008
11:19:25 AM

Assets	
Current Assets	
Cash On Hand	
Commonwealth Bank	-\$381.86
BCU	\$10,314.29
Total Cash On Hand	\$9,932.43
Savings Funds	
Westlawn YT0279/2	\$10,280.85
Westlawn YT0279/1	\$9,602.27
Total Savings Funds	\$19,883.12
Trade Debtors	\$6,684.00
Overpaid PAYGW	\$264.00
Total Current Assets	\$36,763.55
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	\$52,702.32
Liabilities	
Current Liabilities	
Trade Creditors	-\$6,666.49
Accruals	\$2,090.00
GST Liabilities	
GST Collected	\$4,420.54
GST Paid	-\$1,554.47
GST Overclaimed	-\$244.00
Total GST Liabilities	\$2,622.07
Total Current Liabilities	-\$1,954.42
Long-Term Liabilities	
Total Liabilities	\$-1,954.42
Net Assets	\$54,656.74
Equity	
Member's Equity	
Member's Capital	\$37.20
Total Member's Equity	\$37.20
Retained Earnings	\$17,994.63
Current Year Earnings	\$12,040.22
Historical Balancing	\$24,584.69
Total Equity	\$54,656.74

YAMBA DISTRICT CHAMBER OF COMMERCE INC

Website Report by Elizabeth Kime

for

General Meeting, September 1, 2008

Getting the website up and running efficiently and correctly once again has proved to be a very much more complicated, difficult and time consuming task than was first envisioned. Initially, both Melissa Lutton and I thought all that was involved was tidying it up a bit and removing all references to events that happened years ago, and to bring the membership listings up-to-date. In fact a lot of member listings, not to mention the longer passages of text, were full of errors of both spelling and syntax and all in all did not give a stranger, wandering on to the site, a very good impression of the business abilities of the Yamba District Chamber of Commerce Inc.

Furthermore it has turned out that many many more members than we had ever imagined had no listing on the site whatsoever and a great number of them are now applying, for the first time, for the free listing that they get with membership. Undoubtedly we also get many new members just because they want a listing on the site. As at September 30, 2008 we intend to call a moratorium on accepting any more changes to members' websites for maybe the next 6 months so that we may progress to the next stage of our work which is to improve the look of the site and to reinstall both the Photo Gallery and the Postcard from Yamba features.

At that time we feel it would be appropriate to set some ground rules for business listings on the website down on paper. To give two examples of what we mean, we feel that non-members who want to list on the site should be paying more than the currently asked \$77 (or the amount of membership should that increase) for that listing, for the sake of argument, say \$150. We feel there should be a clear advantage to being a member in this regard. Another aspect of the site which requires a financial scrutiny is that originally one listing per member was allowed with the cost of their membership. It now eventuates that some businesses belonging to members have 3 listings for the same price as one and we feel there should be some small sum (enough to cover the costs involved, say \$25) should be charged for each listing over the first one. Finally both Melissa and I feel that when notices for renewal of membership are sent to members they should have a fixed time in which to request changes to their website content, say 6 weeks.

The amount of work has really turned out to be quite staggering and we both feel the time has come to draw a line under the up-dating process so that we can begin to deal with the more creative issues which will bring more customers to the site to look at the business listings thereupon.

I do not think it would be an exaggeration to say that probably over half of the renewal applications this year contained either requests for changes to members website listings, or else they were new listings for old members and there were, also, an encouraging quantity of new listings for new members. When this is accomplished we will move to the much more interesting topic of how we may improve the site. We will be looking for member input for this, probably by way of a special meeting – plenty of notice will be given of the date of this meeting.

The last stage of our present ambition for the site is to open, for discussion, amongst the general membership, the possibility of making the site earn money. When it was first created it was decided that it would not be made a commercial site, however with economic times a-changing and many worthwhile things to spend it on to improve the business climate in Yamba, maybe the time has come to set that decision aside. Who knows, perhaps we may, one day, be lucky enough to earn enough to pay for a part-time CEO who could relieve members from so much of the day to day donkey work! We might even aspire to a high street presence one day. Other chambers in the Northern Rivers have managed to achieve these miracles.

I would like to conclude by saying two things. First we are very lucky to have Melissa Lutton in charge of all the technical issues involved. Without her abiding interest in the Chamber (she is of course a Past President) what we are doing would be costing us a great deal more. Melissa, to date, has charged us in the region of \$350 which, believe me, is peanuts. Secondly I would like to reiterate my belief that www.yambaNSW.com.au is by far the most valuable tool the Chamber owns and than it deserves to be kept bright, interesting and accurate up there in cyberspace - working for us all 24/7.