

MINUTES OF THE MEETING OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE
ON 23 FEBRUARY 2017 at 4:00PM IN THE CORPORATE AND COMMUNITY SERVICES
MEETING ROOM, CIVIC CENTRE, TODD STREET

1. ATTENDANCE AND APOLOGIES:

PRESENT:

Mayor Damien Ryan, ASTC
Deputy Mayor Jamie de Brenni, ASTC (*Chair*)
Kay Eade - Chamber of Commerce NT, Executive Director
Stephen Schwer – General Manager, Tourism Central Australia
Cy Starkman – General Manager, Red Hot Arts Central Australia
Lindsey Dixon – Tourism NT, Marketing Coordinator
Steve Shearer – Central Australian Manager Thrifty Car and Truck Rentals
Nicole Walsh – Marketing Manager, Yeperenye Shopping Center
Leon Tripp – ASTC, Community and Cultural Development Manager
Telly Ociones - ASTC (minutes)

APOLOGIES:

Councillor Brendan Heenan, ASTC
Councillor Dave Douglas, ASTC
Skye Price – Director Corporate and Community Services
Melissa Durston – Retail Operations Coordinator, Alice Plaza

The meeting opened at 4:00pm.

2. MINUTES OF PREVIOUS MEETINGS:

That the minutes of the meetings held on 29 November 2016 be confirmed as a true and correct record of the proceedings of that meeting.

Moved: Stephen Schwer
Seconded: Steve Shearer

3. BUSINESS ARISING FROM PREVIOUS MINUTES

3.1 P/A System on Council Lawns

Awaiting delivery of microphone, amplifiers and speakers, for installation in the next two weeks.

3.2 Banners in Todd Mall & Council Lawns

Discussion ensued on:

- Marketing opportunities for other organisations to advertise their events
- Investing generic signs for community events such as Australia Day, Territory Day, Anzac Day, Harmony Day, etc.

ACTION:

- A. Leon Tripp to get costings for generic banners (double sided).

- B. Leon Tripp to email organisations about the opportunity to advertise their events through banner display in Todd Street.

3.3 Bins in the Mall

The cost of vinyl wrap from TJ Signs fitted per panel is \$289 (inc GST). There are eight bins in the Mall and two bins in Harley Street carpark.

Discussion ensued about:

- relocating the signage on the bins, as they are on the wrong side facing the shops.
- content of artwork that will be printed on the vinyl wrap.

RECOMMENDATION:

That it be a recommendation to Council:

That the decals on the bins in the Mall be relocated to the front panel of the bins.

Moved: Cy Stark

Seconded: Nicole Walsh

ACTION:

The Committee proposed that the art component of this project be referred to the Public Art Advisory Committee.

3.4 Committee Charter

The draft Tourism, Events and Promotions Committee Charter went to Council and further amendments were made. The Charter is being referred to Council's Solicitor for consideration of the Local Government Act requirements.

4. OTHER BUSINESS:

4.1 Updatable Handle Powered Audio Signs – Tourism Central Australia

Stephen Schwer declared an interest on this item.

Tourism Central Australia is requesting financial assistance on the updatable handle powered audio signs. Stephen Schwer overviewed the features of the audio signs. It has six channels and can be updated weekly with information such as road conditions, upcoming events, and opening/closing details of the shop.

Discussion ensued.

The Committee deferred discussion until more information is provided to the Committee, e.g. examples of where the signs will be located, ongoing maintenance and budget.

4.2 Sponsorship Request – Indigenous Domestic Violence Policing Conference

NT Police is seeking sponsorship from Council about the 2017 policing conference on domestic violence in April.

Discussion ensued about the tourism value of the request.

RECOMMENDATION:

That it be a recommendation to Council:

That the sponsorship request from NT Police to assist with the 2017 Indigenous Domestic Violence Policing Conference not be supported.

Moved: Nicole Walsh

Seconded: Kay Eade

4.3 2017 Territory Day Celebration

This year's Territory Day event is being managed by Dale McIver from Alice Event Management and Consultancy, under sub contract from NT Major Events and Festivals NT. Dale is requesting the following in-kind support from Council:

- Hire of Anzac Oval cost waived
- Use of Anzac Oval lighting & facilities costs waived (including toilets, change rooms, etc.)
- Use and delivery/pick up of 2 x Council mobile grandstand seating costs waived

Discussion ensued about Council providing BBQ at the event, same as what Council has done in the past. The in-kind support request should be directed to the Chief Executive Officer.

ACTION:

Mayor Ryan to contact Dale McIver and discuss the proposal from this Committee about Council providing a BBQ at the Territory Day event and a letter of request to the CEO regarding in-kind support.

4.4 Phone-In Request from Nicole Walsh

Nicole Walsh is not available to attend the next meeting but is able to participate via phone conference.

The Committee consented to Nicole's request.

5. NEXT MEETING: Thursday, **30 March 2017** at 4:00pm, CCS meeting room

6. CLOSURE OF MEETING: The meeting closed at 4:50pm