

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE MEETING – 5th DECEMBER 2013
CONFIRMED MINUTES**

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**GEORGE TOWN COUNCIL
TOURISM COMMITTEE MEETING – 5th DECEMBER 2013
CONFIRMED MINUTES**

**Confirmed Minutes of a Meeting of the Tourism Committee held on Thursday
5th December 2013 commencing at 3.30pm**

PRESENT

Cr Roger Broomhall
Cr Bridget Archer

APOLOGIES

Cr Jacqui Burt

IN ATTENDANCE

Mr Dino De Paoli, Acting General Manager
Ms Lee-Ann Patterson, Tourism Project Officer

CONFIRMATION OF MINUTES

46/13 TOURISM COMMITTEE MEETING – 7TH NOVEMBER 2013 & 5TH DECEMBER 2013

Moved: Cr Broomhall
Seconded: Cr Archer

That the Minutes of the Tourism Committee meeting held on 7th November 2013 numbered 41/13 to 45/13 be held over to the next George Town Council Tourism Committee meeting.

That the Minutes of the Tourism Committee meeting held on 5th December 2013 numbered 46/13 to 52/13 be confirmed.

| | For | Against |
|--------------|-----|---------|
| Cr Broomhall | ✓ | |
| Cr Archer | ✓ | |

CARRIED

DECLARATIONS OF INTEREST

Nil

**GEORGE TOWN COUNCIL
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REPORTS

47/13 TOURISM STRATEGIC PLAN 2013-2016

REPORT AUTHOR: Ms. Lee-Ann Patterson

FILE NO: 13.7

Moved: Cr Archer

Seconded: Cr Broomhall

The tourism committee provide consultative input into the tourism strategy key implementation categories.

| | For | Against |
|--------------|-----|---------|
| Cr Broomhall | ✓ | |
| Cr Archer | ✓ | |

CARRIED

48/13 TOURISM MARKETING STRATEGY 2013

REPORT AUTHOR: Ms. Lee-Ann Patterson

FILE NO: 13.7

Moved: Cr Broomhall

Seconded: Cr Archer

The report from the Project Officer on the Tourism Marketing Strategy 2013 be received and the information noted.

| | For | Against |
|--------------|-----|---------|
| Cr Broomhall | ✓ | |
| Cr Archer | ✓ | |

CARRIED

**GEORGE TOWN COUNCIL
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49/13 WATCH HOUSE MARKETING 2014/15

REPORT AUTHOR: Ms. Lee-Ann Patterson

FILE NO: 29.9

Moved: Cr Archer

Seconded: Cr Broomhall

The report from the Project Officer on the Watch House Marketing 2014/15 be received and the information noted; and that the Director of Corporate and Community Services to confirm the ownership of the Model Village.

| | For | Against |
|--------------|-----|---------|
| Cr Broomhall | ✓ | |
| Cr Archer | ✓ | |

CARRIED

50/13 TOURISM COMMITTEE 2014 DATES

REPORT AUTHOR: Ms. Lee-Ann Patterson

FILE NO: 13.7

Moved: Cr Broomhall

Seconded: Cr Archer

The report from the Project Officer on the Tourism Committee 2014 Dates be received and the information noted; and the Tourism Committee consider bi-monthly meetings for the 2014 year.

| | For | Against |
|--------------|-----|---------|
| Cr Broomhall | ✓ | |
| Cr Archer | ✓ | |

CARRIED

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE MEETING – 5th DECEMBER 2013
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51/13 MATTERS OF INVOLVEMENT

| Project Officer | | |
|-----------------|-----|---|
| 05 | Nov | Meeting with representative of Launceston & Tamar Valley Tourism Assoc re membership of tourism providers within the George Town municipality |
| 07 | Nov | <ul style="list-style-type: none"> ◆ Attend Northern Regional Meeting of the Tas Visitor Information Network ◆ Attend Tourism Committee Meeting |
| 11 | Nov | Attend Launceston & Tamar Valley Tourism Assoc meeting |
| 18 | Nov | Attend George Town Council AGM |
| 20 | Nov | Attend opening of George Town on Show |
| 23 | Nov | <ul style="list-style-type: none"> ◆ Attend George Town on Show ◆ Attend Lighthouse Regional Arts Concert at Bass & Flinders Centre |
| 24 | Nov | <ul style="list-style-type: none"> ◆ Umpire George Town on Show Netball competition ◆ Attend George Town on Show afternoon |
| 29 | Nov | Meeting with representative of Travelways re advertising |

Moved: Cr Broomhall
Seconded: Cr Archer

The report of matters of involvement from the Project Officer be received and the information noted.

| | For | Against |
|--------------|-----|---------|
| Cr Broomhall | ✓ | |
| Cr Archer | ✓ | |

CARRIED

52/13 TOURISM COMMITTEE MOTION UPDATE

| Min No. | Date | Motion | Action |
|---------|------------|--|---|
| TC03/12 | 29/03/2012 | That Council seeks legal advice to undertake to determine the ownership of the model village at the Watch House. | Ongoing – with Director of Corporate and Community Services |
| TC07/12 | 31/05/2012 | That the Tourism Committee develops a draft tourism strategy for further consideration. | Ongoing – pending the completion of the Tourism Strategy Plan 2013-2016 |

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| | | | |
|---------|------------|---|--|
| TC20/12 | 16/10/2012 | That the Tourism Committee receive the report and that the existing signs be redesigned and the new designs considered at further meetings. | Ongoing-pending approval of designs from Tourism Committee |
| TC21/12 | 07/11/2012 | That the Tourism Committee further considers the draft tourism strategy questionnaire within the development of the draft Tourism Strategy 2013-2016. | Ongoing |

Moved: Cr Broomhall

Seconded: Cr Archer

The report from the Project Officer on motion updates is received and the information noted.

| | For | Against |
|--------------|-----|---------|
| Cr Broomhall | ✓ | |
| Cr Archer | ✓ | |

CARRIED

GENERAL BUSINESS

- It was requested and further agreed that future meetings commence at 9am on the designated date.
- Councillor Archer raised the opportunity to exclusively utilise the Provincial Tamar branding as the official tourism logo. To be further discussed.
- The Project Officer reported that Tourism Northern Tasmania have received 4 nominations from the George Town region for the upcoming Tourism Northern Tasmania Champion Awards. The award categories were Personality of the Year; Most Adventurous Guide; Best Storyteller; and Most Welcoming in the North.
- A recently updated and freshly designed pamphlet was distributed to the Committee for comment. The brochure will be professionally printed and then delivered for promotion to the Airport, Spirits 1&2 and all Northern Tasmania accommodation hubs.
- It was agreed that the Tourism Committee will host Christmas drinks for all tourism providers on the 17th December and asked that the Project Officer distribute an invitation.

There being no further business, the meeting closed at 4.40pm.

CHAIR