



Ocean Grove

Business Association

Building a Strong Community



Ocean Grove Business Association Agenda

Thursday 7th July 2016

1. **Attendance:** Mark Edmonds, Jacinta Crawley, Alan Barber, Ty Simons, Stacey Moore, Cathy Staehr,, Jodi Dunnell, Jeanette Roache,
2. **Apologies:** Peter Molloy
3. **Welcome**
4. **Calendar of Events**

There has been a great response to the recent Small Business Smart Business events that have been held in Ocean Grove. There are more events currently being scheduled. There will also be a social event to be held at Coastline Advice later in July and scope to also hold events at Bellarine Catering and The Hive.

Stacey Moore suggested a social media campaign later in the year. In the short term Stacey is to be added as an administrator to the Facebook page.

It was suggested that we organise an event for the Small Business Month in August and decided to do a 'Shop Local' campaign. This would include weekly prizes and a larger monthly give away. Local businesses would be approached to see if they would be interested in being involved, and for donations. Local businesses may also be in the running for prizes, which may be a free 1.5 hour mentoring session (value \$50) by their choice of the Small

Business Smart Business mentors. Mark Edmonds will contact SBSB to see if this is a possibility. A meeting is scheduled for 7:30am at Driftwood on Wednesday 13th July to finalise details.

Action Items:

- Identify upcoming events for Small Business Smart Business
- Shelley Gross to contact Ocean Grove Voice to see if they were already planning to run a similar event, and if not, if they are wanting to be involved.
- Mark Edmonds to contact SBSB regarding free mentoring sessions
- Ty Simons to contact council and Tourism Greater Geelong and the Bellarine to see if there might be any funding for this event.
- Shelley Gross to circulate the OGBA flyer and Jactina Crawley and Cathy Staehr to confirm if they have a copy of a registration form.
- Investigate future events at Bellarine Catering and The Hive
- Secondary meeting to be held at Driftwood and finalise details of the campaign such as entry form, online entries, prizes, funding etc.
- Stacey Moore to be added as an administrator of the OGBA Facebook page

5. Treasurers Report – no report this month

6. Membership Report & Recruitment

Jeanette Roache indicated that one of her staff may be available to assist with the management of memberships and recruitment. In the short term, Helen Butteriss, Jeanette Roache and Shelley Gross are to meet to determine the current status. There maybe some initial organising, but then will be a routine process. Currently the memberships are due 12 months after registering, but it may be better to return to an annual date for all renewals.

Alan Barber suggested we might like to introduce new members at events and provide a certificate.

Also, at future events we will provide copies of the OGBA flyer, registrations forms, and also a laptop or ipad with the ability for people to join.

Action Items:

- Shelley Gross to email the OGBA flyer and membership registration form.
- Compile 'Registration Packs' including stickers at events
- Shelley Gross, Helen Butteriss and Jeanette Roache to meet to discuss memberships and payments
- Ty Simons to confirm that if businesses join Tourism Greater Geelong and The Bellarine for \$250 that they then transfer \$75 which will enable that business to an OGBA membership.

7. Other Business

7.1 All members can have a free business portrait photo courtesy of Barefoot Media. Alan Barber also suggested that we might look at doing a video to promote Ocean Grove and local businesses.

7.2 Light of Day Festival is being held on 22nd and 23rd July with live music at Chicken Shop, Driftwood and Olive Pit. Tickets are selling for \$45 each.

8. Correspondence - None

9. Next Meeting: Thursday 4th August at 5:30pm at Driftwood Café