



Ocean Grove

Business Association

Building a Strong Community



Ocean Grove Business Association Meeting

Thursday 1st September 2016

1. Attendance: Alan Barber, Eloise Gannon, Stacey Moore, Sally Waites, Ty Simons, Helen Butteriss, Shelley Gross, Jeanette Roche, Cathy Staehr, John Brodie
2. Apologies: Jodi Dunell, Mark Edmonds, Jacinta Crawley
3. Welcome
4. Ocean Grove Rotary Club Sponsorship Program

At the previous meeting, Martin Geerings from the Ocean Grove Rotary Club outlined the upcoming awards. We agreed to be involved.

Action Items: Let Martin Geering know that we would like to be involved and email all members for nominations.

5. Calendar of Events
 - (i) Coastline Advice are holding the next social event at their premises which will be held on Wednesday 5th October from 5:30pm – 7:30pm. There will be a guest speaker and the opportunity for businesses to network. Coastline Advice are happy to hold any other events.

- (ii) Late night shopping is scheduled for Thursday 8th December. Businesses located at Madeley Street are also hoping to be involved, and will look at the possibility of having a marquee.
- (iii) AGM has been confirmed to be Thursday 1st December from 5:30pm at Maggies Bar (to be confirmed)

6. Shop Local

The Shop Local campaign during August has been great. There has been a lot of activity on Facebook. The number of likes since the campaign has increased from 160 to 390.

The Committee Facebook page has been excellent for communication. It is difficult to quantify the impact of the campaign, but there has been many forms completed. Committee Facebook group is working well, hard to quantify the impact, but lots of forms completed.

For a future campaign, we hope to be more organised. In this campaign, there was not charge for businesses other than them donating prizes. We would want to expand further next time to include home based businesses and trades. There has been lots of cross promotion which is great.

For the major prize draw tonight all participating businesses were invited as well as the OGBA mailing list. There will be 1 major prize and then 4 business prizes to be drawn.

7. Ocean Grove Connected Communities Grant Application & Late Night Shopping

There are currently grant applications open for Ocean Grove Connected Communities. Some suggested application ideas are funding to close the main street for late night shopping, Will also look at getting a personality for the late night shopping.

Action Items: Cathy to follow up with Go Traffic.

8. Membership Report & Recruitment

There are currently 27 paid members with the renewal date to be 1st November 2017. There are 48 invoices outstanding and a reminder invoice will be sent. The members who have only recently joined will not be invoiced until the next 12 month period. We will also proceed with the membership agreement with Geelong and the Bellarine Tourism reciprocal membership.

9. Treasurers Report

With Membership payments coming in, we currently have around \$7700 in the bank and there is around \$1000 of bills. If we get another \$6000 of memberships to come in, then there should be around \$13000. There was comment of hoping to give back to members.

Look at projections for what costs will be that are coming up. Possibly look at our own OGBA caravan which would be great to be mobile, so that it could be used at various events and locations. Ty will discuss this possibility with council and Geelong and The Bellarine Tourism. Ty will also look at the possibility of a grant for this.

Action Items: Ty to contact council and Tourism and look at the possibility of a grant.

10. Ocean Grove Community Association

Some OGBA committee members had a meeting with the Ocean Grove Community Association. The OGCA are motivated and discuss items that are relevant to the OGBA so it is important to continue meeting with them on a regular basis. The next meeting is in February unless there is need for a meeting prior.

One of the items that was discussed was the removal of trees on Grubb Road. A petition was formed which received around 1500+ signatures. It now goes in front of a panel of 4 people and there were also Greens and OGCA putting forward the same. If the petition is successful it is important to give the feedback to members to demonstrate the impact we are having.

11. Other Business

- (i) CCTV – there is currently no update. Helen Butteriss will be following up on this.
- (ii) It has been brought to the committee about closing the street every Sunday. Similar thing happens in Geelong. Would need to get consent from all shops in the street. Good idea, but not practical. Maybe a one off event of el fresco. We are doing the late night shopping night.
- (iii) Sally Waites of Bellarine Farmers Market is suggesting to hold a festival evening in the park with local food, wine and entertainment. The possibility of holding this on the Saturday night of the long weekend in March was discussed. Helen will invite Sally to the Ocean Grove Connected Communities meeting to discuss further.

12. Correspondence -nil

13. Next Meeting: Thursday 6th October at 5:30pm at Driftwood Café

14. AGM Thursday 1st December 5:30pm location to be confirmed. Maggies Bar