

**Present:** General Manager, Leanne Mash (in the Chair); Tim Charge and Wayne Cooper

**Observers:** Brian Harman, OPTA; Visitor Information Centre Manager, Jennifer Youman and the Executive Assistant, Sharon Swannell

**Apologies:** Mayor Don Fitzpatrick; Councillor Keith Sullivan, Peter Darcy, Mayfield Gardens, Peter Austen, Jenolan Caves Reserve Trust and Barry Richards, OBA.

Due to the lack of a quorum the meeting proceeded as a discussion forum.

Discussion was held regarding the current representation on the Promotions Committee.

**Recommendation to Council:**

1. That a letter be written to Aiden Clark seeking his availability for future meetings.
2. That an additional delegate from the Oberon Business Association be invited to become a member of the Promotions Committee.
3. That an additional delegate from the Oberon Plateau Tourism Association be invited to become a member of the Promotions Committee.
4. That Council consider the appointment of a NSW National Parks and Wildlife Service representative to the Committee.

**Adoption of Minutes**

The minutes of the meeting held on 2 June 2011 were received and accepted.

It was noted that the Oberon Timber Complex has not responded to the invitation to nominate a representative on the Committee. Jennifer Youman will pursue this matter.

**Declarations of Interest**

Nil

Minutes of the Oberon Promotion Committee Meeting Discussion held at the Council Chambers, Oberon on Thursday 6 October 2011, commencing at 9.30am.

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General Manager

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Chairperson

### **Promoting Oberon on Trucks – Funding Opportunities Update**

The General Manager advised that the funding guidelines for the Regional Tourism Development Funding Program have now been released.

The concept of an Oberon iPhone Application has been explored. Council has resolved to submit a proposal to BMLOT for consideration under the Regional Tourism Product Development Funding Program to fund the development of the preferred destination based tourism application project.

The Oberon iPhone Application would provide information that would normally be contained in a visitor guide, including an offline map of the area, tourism information and emergency services. Once the Application has been downloaded it can then be accessed at any time without requiring access the internet.

The front page of the Application would be standardised for all NSW Visitor Information Centres. AVIC has been developing the concept in conjunction with technology specialists. Initially the application would only be available for iPhones and iPads, but in future may be able to be expanded to other applications.

Discussion was held regarding the budget for the project as well as the ongoing costs. A model for Oberon businesses to be included on the application will be developed in the future. Oberon businesses will be able to be included in the first version of the application at no cost to them for the first year. Future years will operate on a cost recovery basis.

The committee endorsed the project.

### **Promotion Board at Jenolan Caves**

Jennifer Youman has progressed this and will follow up to ensure that items are being displayed on a “What’s On” Board at the Jenolan Caves.

### **Jenolan Caves Tourism Facility Privatisation**

Council has held discussions regarding the proposed privatisation of the Jenolan Caves. Council believes the Jenolan Caves should be retained in public ownership as it is an iconic tourism destination for the whole community.

Council is seeking a commitment from the State Government to move away from the current short term planning cycle. Letters of support have been received from adjoining Council’s endorsing Council’s actions to date.

A briefing paper is currently being prepared for Council in relation to this matter.

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**General Business**

**Volunteers Program**

There is currently one person volunteering at the Visitor Information Centre. The program will be promoted and expanded again in the future. A familiarization program will be included for all volunteers.

**Entry Signs to Oberon**

Council has resolved to restore the signage to Oberon. The existing signage will be refreshed and information about Council's Sister City, Eceabat will be included on the signs.

Discussion was held regarding displaying event specific information signs such as the Farmers Markets and the Oberon Show. Jennifer Youman will discuss with Council officers to ensure that hooks remain on the signs to accommodate requests of this nature.

**Project Development Funding**

OPTA in conjunction with National Parks and Wildlife are preparing an application for Product Development Funding. The funding will be utilized to further develop standardized cycling signage and markers within the National Parkes of the Oberon LGA. The development of a cycling information booklet will also form part of the application.

**Next Meeting:**

The next meeting of the Oberon Promotions Committee is scheduled to be held on Thursday 1 December 2011 commencing at 9.30 am.

This concluded the business and the meeting rose at 10.31am.

Confirmed this \_\_\_\_\_ of \_\_\_\_\_ 2011.

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General Manager

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Chairperson

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General Manager

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Chairperson