

Present: Mayor Keith Sullivan (in the Chair); General Manager, Leanne Mash and Peter Austen

Observers: Jill Ross, Black Springs Progress Association; Brian Harman, OPTA; Visitor Information Centre Manager, Jennifer Youman and the Executive Assistant, Sharon Swannell

Apologies: Tim Charge due to attendance at the Council TALC meeting.

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

Adoption of Minutes

The minutes of the meeting held on 9 December 2010 were received and accepted. (Sullivan/Austen)

Declarations of Interest

Nil

Resignation from Promotions Committee

Verbal advice has been received from Irene Bishop that she wishes to resign from the committee as she is no longer employed by JELD-WEN.

Recommendation to Council: That a letter be written to Highland Pine Products, Carter Holt Harvey and Borg Panels seeking a representative to join the Oberon Promotions Committee.

Promoting Oberon on Trucks

Jennifer Youman circulated a design for promotion of Oberon on local trucks.

Investigation has been undertaken with local truck companies regarding a suitable vehicle to display signage. O'Connell's Transport have a taut liner truck which travels to Sydney and back each weekday during daylight hours and they would be willing to have the truck fitted with new curtains. The total cost to have one truck fitted out including the tailgate and two new curtains is \$8,645.00.

O'Connell Transport is willing to send the truck to Melbourne at their cost to have the curtains installed. They would also pay for the special cleaning agent to maintain the curtains. They have also agreed that the truck could be used for promotional activities in Oberon.

Minutes of the duly convened Oberon Promotion Committee Meeting held at the Council Chambers, Oberon on Thursday 02 June 2011, commencing at 9.30am.

General Manager

Chairperson

Investigation will be undertaken into possible funding sources including the Demand Building Funding and State Government Product Development Funding through the Regional Tourism Organisation. Guidelines for funding under this program have not been received at this stage and the funding is expected to open in July/August 2011.

Peter Austen asked if any discussion had been held regarding insurance of the curtain for damaged. The General Manager advised that Council would add the curtains to its insurance policy as a Council asset.

Jill Ross asked if consideration had been given to promotion on a city commuter bus. Further investigation will be undertaken regarding this option.

Recommendation to Council: That an application be submitted to the Regional Tourism Funding program for the implementation of the travelling billboard project.

Volunteer Program at Visitor Information Centre

Jennifer Youman gave a verbal update regarding the volunteer program at the Visitor Information Centre. There are currently three volunteers working at the centre and the centre is still approaching people to gain greater participation.

Volunteers are asked to indicate particular jobs they are interested in to make the experience worthwhile for the volunteers. It is vital that it is understood that the volunteers program is not taking work away from paid employees; they are undertaking work that would not be fulfilled by staff.

Volunteers will be taken on a familiarisation tour of the local area in the 2011/12 year and this will be promoted locally and may attract more volunteers to the program.

Promotion Board at Jenolan Caves

Jennifer has held discussions with Jenolan Caves regarding display of area promotion at the caves. Jenolan Caves has advised that it would be agreeable to including a "What's On" promotion on the board in the shelter shed at the caves.

The promotion would include activities being conducted in the Oberon, Bathurst and Lithgow areas. The committee agreed to progress.

Jenolan Caves Tourism Facility Privatisation

Peter Austen provided a verbal update regarding the privatisation of the Jenolan Caves Tourism facility. There have been no further developments to report and the process is still underway.

The Mayor will follow up with Council regarding possible actions.

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International Show Cave Association Conference

Peter Austen provided a verbal update regarding the Jenolan Caves successful bid to host the next International Show Cave Association Conference in October 2014.

This will be the first time the conference has been held in the Southern Hemisphere and only the second time it has been held outside Europe. There has been a significant body of interest from people over the world attending this conference. It is anticipated that there will be approximately 100 delegates in attendance.

General Business

Brian Harman commented on the "Welcome to Oberon" signs and suggested that they are looking a bit tired. This matter has been discussed at Council and investigation is being undertaken into cost and design options at the moment.

Directional signage has been raised with RTA again recently. RTA representatives from our area are speaking again to the RTA reps from the Goulburn area regarding this matter.

Next Meeting:

The next meeting of the Oberon Promotions Committee is scheduled to be held on Thursday 4 August 2011 commencing at 9.30 am.

This concluded the business and the meeting rose at 10.38am.

Confirmed this _____ of _____ 2011.

General Manager

Chairperson

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