



**Cooktown Chamber**  
of Commerce and Tourism

[www.ccct.org.au](http://www.ccct.org.au)

**MANAGEMENT COMMITTEE MEETING**  
**Tuesday 14 February 2017**

Annans Restaurant, River of Gold Motel

**Minutes:**

**Present**

Mick Davies (Chair), Sally Eales (CSC), Russell Bowman (The Lure Shop), Thomas Anderson (Fishing Cooktown), Cr John Dessmann (CSC), Jilinda Lee (Workforce Vitality) Gary Kerr (CSC – ex-officio), Jacqui Collins-Hermann (James Cook Museum)

**Apologies**

Hamish Haslop (Mungumby Lodge)

**Minutes of last meeting**

Moved Jacqui CH, seconded John D as an accurate reord

**Business Arising from Previous Minutes**

Nil

**Treasurer's Report**

**Bank Balances**

ANZ Operating Account	\$73,043.94
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**Payments for Approval**

Pro-Active Marketing	\$1433.00
P&M Carriers	\$ 91.41

Aged debtors list at 31/1/17 \$40,450.50. Gary K and Russell B to review outstanding amounts and recommend to next committee for any write offs or collection actions

It was agreed that paid Secretary and Treasurer positions are required. The Executive Committee is to seek suitable people to fill these positions. It is expected that the Secretary's role will require two days per week for the next six months and the Treasurer's position around \$5,000 per year.

Moved Gary K, seconded Russell B that the Treasurer's Report be accepted and payments authorized.

**Fishing and Marine Industry Sub-Committee**

Study is progressing with contact details of businesses directly and indirectly involved in the fishing and marine industries forwarded to Cummings Economics

**Membership**

See attached update (7/2/17)

#### Explore Cooktown 2017

Final draft prepared and being proofed.

#### Tourism (directional) Signage – joint project with CSC - update

Project brief prepared and seeking suitably qualified consultant to undertake project.  
Expected to commence within six weeks.

#### Consumer Shows 2017 – confirmed shows and dates

##### Booked shows:

21-23 April	South Queensland Caravan, Camping, Boating and Fishing Expo, Nambour
12-14 May	Cairns Home Show and Caravan, Camping and Boating Expo
4-6 August	Qld Outdoor Adventure and Motoring Expo Plus Hunting Expo, Toowoomba

Explore possibility of organizing a promotional display at Wellcamp Airport.

#### Annual General Meeting – to be held 6.30pm Tuesday 28 March as a business dinner

Guest speakers: Hinterland Aviation and Lyon Infrastructure

#### Next Meeting

9am Tuesday 7 March 2017



Objective	Actions	Progress	Responsible Person/s
existing members [continued ...]	<p>sending out regular update emails</p> <p><b>Update report – 7 Feb 2017</b></p>	<p>ISSUE 2: Past member contact details list is way out of date [2005?], making it impossible to start sending out marketing emails or newsletters, other than to current members with updated details. No Outlook contacts list setting up in various groups [by industry, etc].</p>	<p>to build database of local businesses, all industries, contact details – Person, email, phone.</p> <p>Suggestions please: local phone book – ring them?</p> <p>Q: Need Outlook contacts listings set up, as we have business details confirmed.</p> <p>Bigger Q: How committed is CCCT to engage with all businesses and grow their membership base?</p>
Membership Drive	Facebook promo	Regular [weekly] posts Share across other related FB pages, when applicable	<p>Jilinda</p> <p>Jilinda / Alana / Jacqui</p> <p>Q: Results so far?</p>
	<p>Modify and reprint membership promo brochure</p> <p><b>Update report – 7 Feb 2017</b></p>	<p>Need to get clear on membership benefits – an agreed list by committee.</p> <p>-----</p> <p>Are we going to follow through on the dot points listed?</p> <p>SUGGEST: new logo – use old one for now.</p> <p>SUGGEST: F2F membership flyer drop offs, divided business list amongst committee members</p>	<p>Jilinda / Alana / Jacqui</p> <p>Q: Are the benefit points on the website and previous flyer correct? Anything more to add or subtract?</p> <p>ISSUE: What current business list? Need to fix that problem firstly.</p>
	<p>Membership packs – Distribute to current members and NEW ones</p> <p><b>Update report – 7 Feb 2017</b></p>	<p>Need to discuss and agree on what is included in CCCT membership packs, including CSC brochures and sticker decals</p> <p>-----</p> <p><b>SUGGEST: Gain ideas and suggestions from committee?</b></p>	<p>Jilinda / Alana / Jacqui / Kate</p> <p><b>OUTSTANDING TASK! Links to new logo / brochures?</b></p>
Networking Events	<p>Suggest Bi-Monthly – ‘Business After Hours’ networking ... starting October</p>	<p>Need to develop a program of 6 x networking events for promotion on website, etc.</p> <p>Need to get input from members re timing, themes</p>	<p>Committee / Secretary – Gary Kerr</p> <p>Jilinda Lee</p>

Objective	Actions	Progress	Responsible Person/s
Networking Events [continued]	2016  <b>Update report – 7 Feb 2017</b>	and 20 min topics – survey??  -First one held 4 October – Cooktown Hardware – 13 people. -Survey results re interest in Networking After 5 events was poor: 10/15 no. Only 1 expressed interest in holding it at their business.	<b>SUGGESTION: Need to form an events sub-committee?</b>  <b>SUGGESTIONS were: Weekday or Friday nights – 6pm at pub, people buy their own drinks.</b>
	Promote and support CCY Business Conference – Nov 2016.  <b>Update report – 7 Feb 2017</b>  COMPLETED.	Awaiting CSC program promo material  -----  <b>OUTCOME: poor attendance from local businesses. Feedback from F2F visits: - wrong timing [busy week] - can't come during day [no staff] - content wasn't relevant [prefer practical workshops]</b>	Gary Kerr  Gary Kerr – email to members Jilinda – promo on FB page
Idea and suggestions for events / workshops / guest speakers	Member Ideas - Combo of: - Online survey - Emailed questionnaire  <b>Update report – 7 Feb 2017</b>	NOTE: CSC just sent out their business ED survey ... so waiting for that to close to avoid confusion  ----- Online survey – released at Networking night – 4 Oct. Promoted on FB: 9 Oct = 213 reached [+VCY] 23 Oct = 54 reached 6 Nov = 627 reached [+VCY] <b>OUTCOME = 9 responses</b>  Face2Face visits – Dec [1 wk] <b>15 visited – 6 survey responses gained</b>	Jilinda Lee  <b>COLLATED SURVEY RESULTS to date: Member benefits Listed – top two:</b> 1. Building Stronger connections - 13 2. Membership cert + window decal - 13 Least important – special membership offers & reduced event pricing -0 <b>Member activities listed – top three:</b> 1. Small / Home Business Expo - 13 2. Member Dinners with guest speaker - 10 3. Professional Development workshops - 10... [continued]

Objective	Actions	Progress	Responsible Person/s
		<p>January 15 &amp; 22 – shared survey results + further FB questions asked:</p> <ol style="list-style-type: none"> <li>1. Small/home businesses: when is best time to hold expo?</li> <li>2. Attending workshops: when is best time?</li> </ol>	<p><b>COLLATED SURVEY RESULTS [continued] ...</b>  Top 4 workshop topics:  1. Social Media Marketing - 13  2. Marketing Fundamentals - 8  3. Leadership / Manager development - 7  4. Effective Staff Management - 7</p> <p>OUTCOME to date:  No response.</p>
	<p>Committee ideas so far:  - After 5 Network nights  - Lunchbox PD sessions [1 topic mini workshops]  - Dinners with guest speakers</p>	<p><b>Committee resolutions:</b>  <b>Member networking function to be held at the Sovereign Resort Hotel on Wednesday 22 Feb</b></p> <p><b>AGM will be a dinner meeting with invitations to be sent to Hinterland Aviation and Lyon Infrastructure to provide a guest speaker</b></p> <p><b>Committee to encourage people in their networks to attend the AGM to recruit people from 4-5 key industries to be on committee [Building &amp; Construction, Small/Home business, Fishing, Civil/Transport, etc]</b></p> <p><b>Engage a Secretary and Treasurer paid positions</b></p>	