



**MINUTES OF TOURISM AND VISITOR SUB COMMITTEE MEETING HELD IN
COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY ON**

12 SEPTEMBER 2016

MEMBERS PRESENT

Cr S Reardon (Chairman)
Mayor G Aldridge (ex officio) (5.08 pm)
Cr R Cook
Cr R Zahra
Mr Kevin Collins, Local Commercial Tourism Representative
Ms Marilyn Collins, Business Community Representative
Mr Jeffrey Pinney, Local History Club Representative
Mr David Stockbridge (Deputy Chairman), Business Community Representative

OBSERVERS

Cr B Gill (*from 5.41 pm*)

STAFF

Chief Executive Officer, Mr J Harry
General Manager Community Development, Ms J Trotter
Manager Communications and Customer Relations, Mr M Bennington
PA to General Manager Community Development, Mrs B Hatswell

The meeting commenced at 5.03 pm.

The Chairman welcomed the members, staff and the gallery to the meeting.

APOLOGIES

There were no Apologies.

LEAVE OF ABSENCE

Nil

PRESENTATION OF MINUTES

Moved Cr R Zahra
Seconded Cr R Cook

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 11 July 2016, be taken and read as confirmed.

CARRIED

REPORTS

TVSC1 Tourism and Visitor Sub Committee Membership Update

Moved Cr R Cook
Seconded Cr R Zahra

1. Information be received.

CARRIED

TVSC2 Tourism and Visitor Strategy - Top Four Priority Projects

Mayor G Aldridge entered the meeting at 5:08 pm.

Moved Cr R Cook
Seconded D Stockbridge

1. That the information be received.
2. That the four highest priority actions from the Tourism and Visitor Strategy Implementation Plan be progressed by staff.
 - i. Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)
Project: Tourism and Visitor information is consolidated and made available on the internet
 - ii. Explore options to provide visitor information services throughout the area at key locations
Project: Develop a visitor information plan that identifies locations and delivery
 - iii. Improve general amenity, vehicle access, traffic flows and parking around each key precinct
Project: Ensure Tourism and Visitor elements are included in the St Kilda Stage 2 masterplan
 - iv. Develop core marketing and promotional materials around key themes, precincts and attractions
Project: Develop core tourism and visitor marketing and promotional materials

CARRIED

Ms M Collins left the meeting at 5:37 pm.

Ms M Collins returned to the meeting at 5:38 pm.

OTHER BUSINESS

There was no Other Business.

CLOSE

The meeting closed at 5.51 pm.

CHAIRMAN.....

DATE.....