

## Village Heart Marketing Fund Committee Meeting Agenda

**Date:** 10 March 2020 at 9am – 10:30am  
**Venue:** **Payinthe, City of Prospect**  
**Chair:** Anne McGuinness  
**Vice Chair:** Sara Della Verde

<b>1.</b>	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Round robin</li> </ul>
<b>2.</b>	<b>Discussion</b> <ul style="list-style-type: none"> <li>• Previous meeting minutes</li> <li>• Council Meeting outcomes - Vine Street Plaza &amp; Collinswood</li> </ul>
<b>3.</b>	<b>Surveys and Feedback</b> <ul style="list-style-type: none"> <li>• Prospect Road &amp; Palace Nova Presents Little Women Premiere - Event Participation Survey coming soon</li> <li>• Tourrific Prospect Street Party 2020 - Stallholder survey open</li> </ul>
<b>4.</b>	<b>Prospect Road Photography</b> <ul style="list-style-type: none"> <li>• To be completed 26 &amp; 27 March</li> <li>• Schedule to be distributed to businesses</li> <li>• Dates may be rescheduled due to weather</li> <li>• Confirmation required from businesses</li> </ul>
<b>5.</b>	<b>SALA Street - Prospect Road</b>
<b>6.</b>	<b>Advertising</b> <ul style="list-style-type: none"> <li>• <b>Adelady - Issue 4 (new financial year) \$4,000</b></li> <li><b>Business feature:</b> <ul style="list-style-type: none"> <li>- Schinella's Your Local Market</li> <li>- Healthy Inspirations</li> <li>- Café Komodo</li> <li>- Mekko Market</li> <li>- Retrovintage</li> <li>- Indy Love</li> </ul> </li> <li>• Any other businesses interested?</li> </ul>
<b>7.</b>	<b>Discover Prospect Road Market 2020 &amp; Mother's Day</b> <ul style="list-style-type: none"> <li>• Saturday 9 May</li> <li>• 10am-3pm*</li> <li>• Town Hall &amp; Vine Street Plaza</li> <li>• Event campaign</li> </ul>
<b>8.</b>	<b>What's On</b> <ul style="list-style-type: none"> <li>• Upcoming business events and promotions</li> <li>• Adelaide Fringe</li> <li>• Easter</li> <li>• ANZAC Day</li> <li>• Submit your opening hours over public holidays to Emma</li> </ul>
<b>9.</b>	<b>Christmas on Prospect 2020</b> <ul style="list-style-type: none"> <li>• Dress your business competition for Christmas on Prospect</li> <li>• Vine Plaza Activation</li> </ul>

<b>10.</b>	<b>Village Heart Marketing Fund Annual Business Plan 2019/2020</b> <ul style="list-style-type: none"> <li>• Items to be completed</li> </ul>
<b>11.</b>	<b>Village Heart Marketing Fund Annual Business Plan 2020/2021</b> <ul style="list-style-type: none"> <li>• Planning to commence before next meeting (April)</li> <li>• Survey will also be available for businesses to complete</li> <li>• Annual Business Plan workbook will be brought to meeting for brainstorming</li> <li>• Draft Annual Business Plan will be provided in April Meeting</li> </ul>
<b>12.</b>	<b>Questions</b> <ul style="list-style-type: none"> <li>• Any other business?</li> </ul>
<b>13.</b>	<b>Next Steps</b>
<b>14.</b>	<b>Close and next meeting</b> <b>Tuesday 14 April</b> <b>9am-10:30am</b> <b>Venue: Payinthe</b>