

Village Heart Marketing Fund Committee Meeting Minutes

Date: 11 February 2020 at 9am – 10:30am
Venue: **Payinthe, City of Prospect**
Chair: Anne McGuinness, Retrovintage
Present: Nola Bellenger, Healthy Inspirations; Sara Harb, Schinella's Your Local Market; Andrew Taylor, Café Komodo; Jason Aldridge, Indy Love; Helen Aldridge, Indy Love; Daniel Adams, City of Prospect; Emma Grivell, City of Prospect

<p>1.</p>	<p>Previous Meeting Minutes Committee attendees were updated on the previous December meeting outcomes by email distribution of the meeting minutes and background. The December meeting minutes were accepted by the Village Heart Marketing Fund Committee.</p>
<p>2.</p>	<p>Little Women Premiere Event - Recap City of Prospect staff briefly went through the event concept and outcome of the Premiere screening event of 'Little Women' in December 2019. The event attracted a more diverse range of attendees, in comparison to the 2018 event. Stallholders present had positive feedback and mentioned that they had valuable discussions with potential clients and customers. Attendees suggested that City of Prospect staff request testimonials and formal feedback about these events and activations. The committee was very interested in getting an updated contact from Palace Nova, following the departure of a key contact. There was unanimous support to budget for a similar event in the new financial year (\$1,500), if the Palace Nova collaboration can continue. It was also suggested to run this event in winter, as weather does not need to be factored in. For example, 'In The Heights', will be coming to cinemas in late 2020, which would be a great film for the audience.</p>
<p>3.</p>	<p>Christmas on Prospect 2019 - Recap City of Prospect staff briefly went through the details and relevant activations happening for the Christmas on Prospect campaign. Staff feedback suggested that the businesses promoting the campaigns and initiatives are getting the most out of the committee efforts, for example Healthy Inspirations. The attendees brainstormed what worked well in 2019, to begin investigating/ planning for 2020. It was suggested to run a competition to encourage even more businesses decorating their businesses for Christmas. The Barber Shop was exemplary in 2019 and could be used as a case study to promote what can be done in 2020. A great suggestion was for the competition prize to be advertising in the 'Your Prospect' magazine in early 2021. City of Prospect staff to investigate advertising rates and confirm this booking. This will be included in the 2020/2021 budget planning.</p>
<p>4.</p>	<p>Tourrific Prospect 2020 City of Prospect staff provided a wrap-up of the street party and a round robin occurred from attendees of their involvement and outcomes. Attendees were urged to provide feedback via email or complete the Tourrific Prospect stallholder survey later this month. Suggestions and thoughts for 2021: general positive feedback about the Prospect Road/ Tourrific Prospect photo wall, however there were suggestions to put up a sign about a tag photo to win competition.</p>

<p>5.</p>	<p>Advertising Budget More discussion and financials are required for the committee to make a decision about how to progress with advertising through Adelady or any other avenues. We have missed the deadline to make Issue 3 of Adelady, so the attendees brainstormed how to proceed. City of Prospect staff to investigate whether the budget can be spent now and implemented in the new financial year to secure Issue 4. The following businesses have indicated that they would like to be featured in the Adelady double page: Café Komodo, Schinella's, Mekko Market, Retrovintage, Indy Love, and Healthy Inspirations. City of Prospect staff to promote that only four places remain.</p>
<p>6.</p>	<p>2020 Market / Event General brainstorming and planning for the pilot seasonal market occurred in this meeting. General consensus to postpone the event until May to allow for more planning time. This would mean that the market may not work in the local parks and may be more suited to the Town Hall. City of Prospect staff to investigate Town Hall availability for the 1st or 2nd Saturday in May 2020. City of Prospect staff to investigate outcome of Vine Street Plaza upgrade construction and provide timelines at next meeting. Another consideration will need to be the new Town Hall food tenant and their construction dates. The 'Discover Prospect Road Market' will take place on either the 2nd or 9th of May from 10am until 4pm (similar to the Prospect Spring Fair). This will coincide with Mother's Day (10 May) promotions, of which is a key focus of the businesses. Stalls will be free for local Prospect Road (Village Heart Marketing Fund) businesses. The next meeting will be for event planning.</p>
<p>7.</p>	<p>What's on? Upcoming business events and promotions?</p> <ul style="list-style-type: none"> • Adelaide Fringe - send any Fringe related content to City of Prospect staff for promotion - Also investigate advertising in 2021 Adelaide Fringe & hosting an information night here at Payinthe • Blackfriars - Prospect Road Autumn Fair • Valentine's Day • Indy love have been featured in The Advertiser for Valentine's Day • Businesses are finding 'Next Door' a useful promotional tool to the local community
<p>8.</p>	<p>Next Steps</p> <ul style="list-style-type: none"> • Seek to pay for Adelady Issue 4 in this financial year, which will be completed in late 2020 • Seek to organise Channel 44 photography in March/April 2020 • Create Discover Prospect Road event concept
<p>9.</p>	<p>Close and next Village Heart Marketing Fund Committee meeting</p> <ul style="list-style-type: none"> • Tuesday 10 March 2020 9am-10:30am, Payinthe, 128 Prospect Road (Level 1)