

ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Clr Ross Higlett, Clr Maree Statham, Mrs Margaret Edwards, Ms Jennifer Menchin, Mrs Barbara Bretherton, Mrs Renee DiFranco, Mrs Ally Shelton (representing Mr Roger Bailey)

APOLOGIES: Mrs Domino Houlbrook-Cove, Mrs Helen Riley, Mr Roger Bailey

OFFICERS: Mr Matthew Brewster, Ms Kellie Barrow

DECLARATION OF INTERESTS:

ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING

The minutes were endorsed by two members of the Committee being:

Mrs Renee DiFranco
Clr Ross Higlett

The minutes are proposed to be presented to the Council on 29 July 2013

ACTION

THAT the committee notes the minutes of the meeting of 2nd July 2013 be taken as read and confirmed.

MOVED: Mrs Margaret Edwards **SECONDED:** Clr Maree Statham

ITEM: 3 VISITORS GUIDE AND LITHGOW APP

SUMMARY

This report provides a brief outline of businesses who have taken advertising in the new Lithgow Visitors Guide and Lithgow App.

As of Monday 12 August the following businesses have taken out the following advertisements

Zig Zag Motel – Full Page
Lithgow Tourist and Van Park – half page
Eskbank House – 1/3 page
State Mine Heritage Park and Railway – 1/6 page
Lithgow Library – 1/12th page

Commercial Hotel / Motel – 1/12th page
The Old Wallerawang Railway Station – 1/6th page
Professional Real Estate – 1/12th page
St Helens Accommodation – 1/12th page
Jannei Goat Diary – 1/12th page
Lithgow Apartments on Padley – 1/12th page
Goodearth Landscape and Building Supplies – 1/12th page
Secret Creek – 1/12th page
Blue Mountains Botanic Gardens – 1/3rd page
Bathurst VIC – 1/3rd page
Newnes Kiosk – 1/12th page
Jenolan Caves – 1/6th page

Wolgan Valley Resort and Spa – App listing
Blue Mountains Sparadise – App listing
Turon Gates – App listing

ACTION

THAT Committee notes the businesses who have nominated to advertise in the upcoming Visitors Guide and Lithgow App

MOVED: Clr Maree Statham **SECONDED:** Clr Ross Higlett

ITEM: 4 PRIVATISATION REPORT

SUMMARY

At the Ordinary Meeting of Council 15 April 2013, Council resolved the following:

13-110 RESOLVED THAT:

1. In light of the current public exhibition of our Councils combined Draft Delivery and Operations Plan for 2013 – 2017 and the current and ongoing huge financial costs of running the Lithgow Visitors Information Centre (Miners Lamp), now totaling over \$835,000 in both direct and indirect costs to the Council and ratepayers, could General Manager and/or Senior Council Officers please provide an urgent report to the Council, Councillors, ratepayers and residents on the real possibility of contracting out the services of the Lithgow Visitors Information Centre (Miners Lamp)?

2. This report come back through the Tourism Committee.

MOVED: Councillor M F Ticehurst **SECONDED:** Councillor J J McGinnes

A draft confidential, preliminary report was presented to the committee on the operations and privatisation of the Lithgow Visitor Information Centre.

The Committee was asked to provide feedback on the report to the next Committee meeting

ACTION

THAT Committee notes the draft confidential, preliminary report was presented to the committee on the operations and privatisation of the Lithgow Visitor Information Centre

MOVED: Mrs Jennifer Menchin

SECONDED: Mrs Margaret Edwards

ITEM: 5 BMLOT TOURISM AWARDS

SUMMARY

This report advises Council on Friday 9 August the Blue Mountains, Lithgow and Oberon Regional Tourism Awards for Excellence were held at Scenic World.

Lithgow City Council made to submission to the awards and they included the following

- Lithgow Visitor Information Centre entered the Visitor Information Services Category
- Lithgow entered the Festival and Events Category

Both entries were finalist. With the Lithgow Visitor Information Centre winning the Gold award for Visitor Information Services.

The Lithgow Visitor Information Centre will now be automatic finalist for the NSW Tourism Awards to be held at Randwick Racecourse on Thursday 28 November 2013.

ACTION

THAT Committee notes the Lithgow Visitor Information Centre was the recipient of the Gold award for the Visitor Information Services Award for the Blue Mountains, Lithgow and Oberon Regional tourism awards and are now automatic finalist for the NSW Tourism Awards

MOVED: Mrs Barbara Bretherton

SECONDED: Cllr Maree Statham

ITEM: 6 BILLBOARD AT CAPERTEE

SUMMARY

A letter has been received from the owner of the billboard located south of Capertee.

The owner is requesting take over the 20 year lease for of the billboard. The lease agreement is \$440 per year with the landowners.

The Committee discussed the opportunities

ACTION

THAT Committee notes Council officers to investigate requirements of taking over the lease of the billboard.

MOVED: Clr Maree Statham

SECONDED: Mrs Barbara Bretherton

ITEM 7: TOURISM MANAGERS REPORT

SUMMARY

Update on operations at the Lithgow Visitor Information Centre

COMMENTARY

Visitation Statistics

Month	2011/12	2012/13	2013/14
Jul	3991	3331	2998
Aug	3283	2821	
Sept	4020	3821	
Oct	4545	4384	
Nov	3647	3347	
Dec	4017	3780	
Jan	4361	3786	
Feb	3217	2068	
Mar	3679	4133	
Apr	5597	4912	
May	3228	2702	
June	2712	2818	
Total Visitation	46297	41,903	2998

Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
Jul-13	\$100.00	\$10.00	1	1

Phone and Email Enquiries

Month	Phone	Email
Jul	3005	1,050
Aug		
Sept		
Oct		
Nov		
Dec		

Jan		
Feb		
Mar		
Apr		
May		
June		
Total		

Retail Sales

Month	2011/2012	2012 / 2013	2013/2014
Jul	\$3613.95	\$4378.65	\$3,641.15
Aug	\$4273.40	\$4452.10	
Sept	\$5863.15	\$5283.55	
Oct	\$5500.10	\$5754.60	
Nov	\$4242.55	\$4119.90	
Dec	\$4720.70	\$4703.55	
Jan	\$4538.90	\$4511.30	
Feb	\$5880.85	\$3331.00	
Mar	\$2943.00	\$3883.40	
Apr	\$6969.35	\$4942.80	
May	\$3319.75	\$3919.30	
June	\$3465.15	\$5,073.55	
Total	\$55,330.85	\$54,353.70	\$3,641.15

Website Stats

	Visits	Pg Views	New Visitors
June	3570	8893	74.5%
July	3655	8990	73.7%

ACTION that the Committee notes the Tourism Managers Report

MOVED: Mrs Barbara Bretherton **SECONDED:** Mrs Jennifer Menchin

ITEM 8: GENERAL BUSINESS

SUMMARY

The committee raised some concerns in regards to Council's membership to the regional tourism organisation.

The Committee agreed to invite the CEO of BMLot Mr James Sheerer to the next meeting.

ACTION

Committee note BMLOT CEO James Shearer to be invited to the next Committee meeting

MOVED: Clr Maree Statham

SECONDED: Mrs Renee DiFranco

ITEM 9: NEXT MEETING:

Next Meeting: 4.30pm on Tuesday 17 September 2013
Lithgow Visitor Information Centre

There being no further business the meeting closed at 7.30pm