



Minutes

Tourism Advisory Committee
Meeting
Wednesday 1st June 2016
5.30pm

Tourism Advisory Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	Halloween 16 Festival
5	General Business
6	Next Meeting

ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Cllr Ross Higlett, Cllr Maree Statham, Mr Greg Johnson, Mr Rich Evans, Mrs Margaret Edwards, Mrs Barbara Bretherton, Mr Steve Ring, Mrs Renee DiFranco, Mr Roger Bailey

APOLOGIES: Mrs Stacey Phillips, Mrs Helen Riley and Mrs Juli-Ann Brozek

OFFICERS: Ms Kellie Barrow and Mr Robert Park

DECLARATION OF INTERESTS: Nil

ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING

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

Mrs Renee Di Franco
Mrs Stacey Phillips

The minutes were presented to the Council on 10 May 2016

ACTION

THAT the Committee notes the minutes of the meeting of 13th April 2016 be taken as read and confirmed.

MOVED: Mrs Renee DiFranco **SECONDED:** Mr Steve Ring

ITEM: 3 BUSINESS ARISING FROM THE PREVIOUS MINUTES

Nil

ITEM: 4 LITHGOW HALLOWEEN 16

The Committee requested to host an extraordinary Committee meeting to discuss Lithgow Halloween 2016 festival.

Council staff provided an update on the plans for the Lithgow Halloween 16 festival

The following items were discussed:

- **Sponsorship**

Sponsorship packages were distributed to last year's sponsors being McDonalds, Energy Australia, Centennial Coal and Treeview Estates.

McDonalds, Energy Australia and Centennial Coal have signed as \$10,000 each sponsors.

Other sponsorship packages have been sent to; Coles, Aldi, Woolworths, Hunter Mining Methods, Hytec Quarry, Lithgow Workies, Westfund, ANZ Bank, Commonwealth Bank, Westpac Bank, Family First Credit Union, St George Bank and Reliance Credit Union.

- **Expressions of interest from local schools and groups.**

- Letters for Expressions of interest have been sent to all the schools within the LGA,
- Letters for Expressions of interest all P&F Associations within the LGA,
- Letters for Expressions of interest local theatre and musical groups throughout the LGA.
- Letters for Expressions of interest have been sent to all the dance schools within the LGA.
- Event Coordinator has attended Youth Council meetings
- Discussions have been held with both High School and TAFE as to student involvement in Lithgow Halloween 16.

- **Preliminary budget**

A preliminary budget was presented to the committee broken down into the following areas

- Entertainment/Lighting/Props
- Other costs
- Marketing

- **Possible income opportunities**

A number of items were suggested as possible income streams for the event including

- Ride sales - \$10 per child unlimited rides
- Possibility of in-kind support
- Entry fee into Thriller dance

- **Road Closure**

The committee discussed the road closure options along with the location of the main stage. The Committee recommended Council staff have discussions with TALC about the possibility of closing Bridge St as part of the event. The Committee preference for the stage to be located at the eastern end of Main Street.

- **Guinness Book of World Records attempt**

Council staff outlined to the Committee the criteria of possibility of attempting the Guinness Book of records attempt of the most number of people doing the Thriller dance.

- **Markets**

Part of the event will incorporate local markets. The markets this year will be organised via the Lithgow Village Market Committee. The Lithgow Village Markets will be taking Expressions for food and coffee vendors. A decision at a later will be made in regards to food and coffee vendors, subject to local Main Street operators submitting their participation forms.

- **Rides**

Feedback from visitors to the event in 2015 was to look at more rides and entertainment for teenagers/children. Council staff are investigating different options to cater for all age brackets.

- **Project planning**

Project Plan with key milestones was tabled at the committee meeting.

Name	Date Anticipated	Actual Date Completed	Duration	Comment		
Sponsorship	18/03/2016	02/05/2016	45			✘
Marketing Activities	18/03/2016	29/10/2016	225			✘
Entertainment Planning	18/03/2016	29/07/2016	133			✘
Event Planning	18/03/2016	03/10/2016	199			✘
Workshops	18/03/2016	10/10/2016	206			✘
TAC Requirements	18/03/2016	03/10/2016	199			✘
External Satellite	18/03/2016	03/10/2016	199			✘
Additional Activities	18/03/2016	29/10/2016	225			✘
Thriller Dance off	18/03/2016	29/10/2016	225			✘
Consumer Shows	08/09/2016	24/10/2016	47			✘

- **Business Information sessions and Workshops**

The Committee discussed options of workshops and business information sessions. The Committee agreed not to host any business workshops this year, more focus is required on business information sessions. A request from the business community was to increase the communication between Council and business operators. The Committee action was to develop a communication plan to be presented to the next Committee meeting. The plan is to include a program release/media launch for the event at the end of August.

- **Job list**

Council staff presented the committee with areas that additional assistance maybe required from committee members.

COMMITTEE ACTION:

- A sponsorship night is held as soon as possible to try and engage additional sponsorship for the event.

- Council staff holds discussions with TALC and emergency services about the possibility of closing Bridge Street as part of the event.
- A communication plan be developed and presented to the next Committee meeting.
- A date is confirmed to hold a program release/media launch night in late August.

ITEM 5: GENERAL BUSINESS

Nil

ITEM 6: NEXT MEETING:

Next Meeting: 5.30pm 8th June 2016
Committee Room at Lithgow City Council.

There being no further business the meeting closed at 7pm