

TOURISM KURANDA MEETING MINUTES

Tuesday, 18 March 2014

Kuranda Hotel - 4.30pm.

1. Welcome and Introduction

Attendees - Melanie Wicks, Kevin Parise, Cr Karen Ewin, Marc Sleeman, Glenys Pilat, Rob Matthews, Trish Green, Chris Grantham, Terry Pates.

Apologies - Cr Tom Gilmore, Michael Trout, Adrian Pancirov, Cr Jenny Jensen.

Visitors – Sonia Van Dorssen (Senior Admin Officer – MSC), Helen Irwin (Admin Officer – MSC).

2. Confirmation of Previous Minutes – Tuesday 25 February 2014

Moved: Rob

"That the minutes of the previous meeting of the 25 February be accepted as true and correct"

Seconded: Melanie

3. Business Arising from Previous Minutes – 25 February 2014

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc	January Agenda Item - Discuss Funding and In-Kind (FIKS) application	18/03/2014	<i>MSC FIKS approval was until 2017 - ongoing agreed to in principle \$6K for Kuranda Festival and in-kind support for Easter event (bins, witches hats etc) - to be approved at Council meeting tomorrow 19 March. Letter will then be sent. TTNQ - Dale - Qld Weekender has requested info about Kuranda Festival so Channel 7 could be there.</i>
Jenny	Request that Council officers investigate the allocation of interest on all funds generated by Tourism Kuranda, including the benefitted areas levy and other income streams	18/03/2014	<i>Glenys Pilat - meeting to be scheduled with MSC CEO before next Committee meeting.</i>
Glenys	Arrange for Marc to receive funding alerts when the Grants Officer commences <i>done</i>	done	<i>Grants Officer has added Marc to alerts lists.</i>
Marc	Obtain costs for printing Kuranda map/brochure in Chinese, Japanese and English	ongoing	<i>Still have sufficient supplies In-progress - Marc to report next meeting.</i>
Marc	Investigate Kuranda Garden Show (Fair) and Farmers Markets – Paddock to Plate.	ongoing	<i>Develop concept further In-progress.</i>

4. Correspondence

Inward Correspondence

- 20/2 e-mail re: TTT | LTO TNQ Destination Tourism Plan workshop 25th February 2014
- 24/2 e-mail from TTT requesting support with Townsville Show
- 24/2 e-mail from TEQ re: BS Fuji World Tour Perfect Map (C&GBR) Kuranda markets – filming
- 25/2 e-mail from Andrea Fogarty re: confirmation of TTNQ Team building event in Kuranda
- 27/2 e-mail from Carol Day re: SES fundraiser information
- 28/2 e-mail from Leapfrog requesting brochures
- 28/2 e-mail from Vanessa Chan – Infinity Holidays thanks for famil
- 3/3 e-mail from Brian Hennessy - ATE14 Cairns - LTO / Area marketing Group
- 5/3 e-mail from Cathy Harvey re: itablelands.com
- 5/3 e-mail from Kate Bertola requesting Easter images for MSC website
- 5/3 e-mail from John Tolentini RnR re: Port Douglas Trivia night
- 5/3 e-mail from Russell Boswell re: Kuranda Wet Tropics Field Day Draft Program
- 6/3 e-mail from Lollyworld with Easter egg quote
- 6/3 e-mail from Cathy Harvey re: requesting to collect new VIC mural in my ute
- 7/3 e-mail from Linda Richardson – Advance Kuranda re: boardroom request
- 10/3 e-mail from Fusayoshi Kimura – Doki Doki re: JTB numbers etc..
- 11/3 e-mail from James Dixon DUT re: TVC in NTSC request Visitor Video Project
- 11/3 e-mail from Andrea Fogarty TTNQ with Team names for team building day
- 11/3 e-mail from Cathy Harvey re: Halal food served in Kuranda
- 11/3 e-mail invitation form TTT for the launch of Discover
- 13/3 e-mail from Becca Keegan – TTNQ re: famil request
- 13/3 e-mail from Mike Took KDCC re: Key issues for the ongoing growth of Kuranda

Outward Correspondence

- 20/2 e-mail to Vanessa Chan – Infinity Holidays with famil confirmation
- 24/2 e-mail to Cheryl Kelly thanks for co-ordination ATEC showcase
- 26/2 e-mail to Patrice Fletcher re: Townsville Show proposal
- 26/2 e-mail to Andrea Fogarty TTNQ with preferred date for team building day
- 26/2 e-mail to TK committee with Kuranda Festival change of date
- 26/2 e-mail to Melissa Clinton with Kuranda Festival dates
- 3/3 e-mail to Robert Matthews re: sub regional branding for the Tablelands & Kuranda
- 3/3 e-mail to Cathy Harvey re: FREE wi-fi in the KVIC
- 4/3 e-mail to Stacey Maisel – MSC with info on both Easter & Kuranda Festival
- 4/3 e-mail to Bron at TTT with info on both Easter & Kuranda Festival
- 5/3 e-mail to John Tolentini re: Port Douglas Trivia night
- 6/3 e-mail to Big Day Out participants re: TTNQ Team Building Event EOI
- 7/3 e-mail to Fusa – Doki Doki re: New Kuranda Card proposal
- 10/3 e-mail to Mike Took KDCC with my EO report for February
- 10/3 e-mail to Judy Burness with Easter Events FIKS request
- 11/3 e-mail to Bron at TTT with Discover Launch RSVP

5. Confirmation of Budget Report and Approval of Accounts for Payment

KVPP heading - please change to TK.

Marc - meeting with Council finance staff tomorrow to finalise budget reporting and report format. This one is improved but still not right / exactly what we require - need more info to make decisions.

Various items discussed. Marc confirmed bottom line figure is what he figures. Allocations still all over the place - a column for comments/variance would be good. Marc to organise variance report and codes for next financial year and to organise a budget sub-committee meeting.

Upcoming expenditure - \$15-18K for Easter events

No accounts for payment.

Moved - Melanie

Seconded - Kevin

6. Confirmation of Executive Officer Report

Cr Ewin – Web page report - how does it know the number of new visitors? - keeps track of previous visits.

7. General Business

7.1 New Kuranda VIC (and TK office space)

New Visitor Information Centre (VIC) looks set to open in mid May/end of May. TK office could move to old VIC site to save costs. Currently in Post Office building. Location would be better - as a gateway. Rent? Melanie suggested rent free to Kuranda Infrastructure Advisory Committee (KIAC) meeting but this was basically dismissed. Could be used as an indigenous arts and performance centre but not big enough or really suitable - bigger and better planned for down the track. Melanie – it was originally planned for Marc to join them when it was just an expansion. PO office costs ~\$5K/yr. Contract to be located. Marc - \$100/wk for current office is quite reasonable. Marc to send letter to CEO about possible use of old VIC space.

7.2 Easter Event

Timber and Wood band - possible performers – available.

Lots Easter eggs ordered - more each year – over 11 000 this year. Taipans players could launch Facebook competition - winners to play off with Taipans. Paying for Facebook posts. Taipans no cost but we would use their logo on promo material. Cherry picker booked and Marc trained. AFL Cairns players will be doing marking competition with footballs to give away. Stilt performers etc booked and it will be a big day for the commercial operators in Kuranda. Workplace Health & Safety issues discussed - Kuranda SES will be there. Younger children to have their own area to avoid the problem that occurred last year. Skyrail to do colouring competition? Possibly - Marc to send Marnie an email and will promote through social media. Pamagirri Aboriginal Dancers will perform.

7.3 TTNQ Team Building Event

Dates confirmed - April 4th Friday, EOI sent out to those involved last year and response has been good. Activities and performers have been organised as well as banners and goodies bags. Builds relationships. Alex De Waal to be invited by Marc.

7.4 Doki Doki – Kuranda Card

Kevin just back from Japan and in discussions with Doki Doki about value added card already in use. More options planned - Marc in discussions. They want more options and more interesting activities. Businesses already opting in. Shows the evolution of the Japanese traveller.

Melanie - budget needed for next financial year - is everyone happy for a sub-committee to draft budget? Yes. Council will base on last year's budget at this stage and detail can be decided later. Marc to get codes sorted and sub-committee to meet in May.

Marc - Met with TTT after launch of Discover Magazine. We are to share a booth at Townsville Show. Sub-regional branding discussed with them - working closely to ensure we are well represented.

Chris - Harley Group to visit the region 2 - 4 May 2014 for the 23^d Australian National HOG Rally - <http://www.australianationalrally.com> - could be over 1000 bikers so a big event.

Glenys - Mareeba Mountain Goats - developing Cairns/Kuranda/Mareeba trails - mountain bikes or walking so for non-motorised users. 300kms potential and aiming to get 100km funded for first stage. Some private properties but also State and public land. Has huge potential to attract visitors to this area. They are a not-for-profit, volunteer sporting club. Have set up a trail already and have purchased equipment to create and maintain the tracks. In need of assistance with promotion and marketing. Melanie – we need more info about what they actually need and a map of the planned routes would be good. We could be happy to support but need more info.

8. Next Meeting: Tuesday, 15 April 2014

Closed @ 5:25pm.

ACTION ITEMS

From Committee meeting 18 March 2014;

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc	Meeting with Council Finance staff 19/03/2014, KVPP heading - please change to TK.	15/04/2014	Marc to report back at next meeting
Marc	Letter to MSC CEO about possible use of old Kuranda VIC space, Contract for current space to be located.	ASAP	Marc to report back at next meeting
Marc	Contact Marnie from Skyrail about organising colouring competition.	before Easter	Competition organised and promoted
Marc	Alex De Waal to be invited to TTNQ team building event Friday 4 April.	ASAP	
Marc / Mel	Sub-committee meeting – budget for next financial year.	May / as soon as practical	Budget drafted
Glenys	More info about trails proposal from Mareeba Mountain Goats Club.	15/04/2014	Details for next meeting.