



MINUTES OF COMMITTEE MEETING HELD ON 22 FEBRUARY 2010

1. ATTENDANCES

Laurie Rose (President), Doug Westbrook (Senior Deputy President), Haydn Stedman (Deputy President), Brenda Bourne (Secretary), Jane Lamont (Treasurer), Raymond Howe and Androo Kelly (Committee); Lyn Stedman (member)

Apologies – Laurie Rose (for lateness), Bob Loone and Henrico Van Schoor

The Senior Deputy President declared the meeting open at 7.45 pm, in the absence of the President.

2. CONFIRMATION OF MINUTES

MOVED J Lamont, SECONDED B Bourne, that the minutes of the meeting held on 25 January 2010, as circulated, be confirmed as a true and correct record. CARRIED

3. MATTERS ARISING

3.1 Signboard

B Bourne reported that the amended map and list of operators had been forwarded to Eye Spy Signs on 4 February and a follow up email on 18 February had elicited the information that the company was in the process of moving to new premises and, as a result, there would be a delay of some weeks before the sign could be manufactured.

3.2 Friends of Westmorland Falls

B Bourne reported that a new visitors book was in place, the cover of which she had been advised had been defaced already. She would arrange to retrieve and recover the book.

L Rose joined the meeting at this point and assumed the chair, the time being 8.00 pm.

3.3 Tasmanian Heritage Festival – Deco to Digital

L Rose would discuss possible cave activities during the festival with Paul Flood.

3.4 Geocaching project

H Stedman advised that this would be ready for launch in Spring 2010.

3.5 Marketing workshop

B Bourne reported on a field trip to Stanley with the GWTTA board to examine the very successful marketing initiatives and management model adopted by Circular Head Tourism Association. MCTA's marketing workshop would hopefully be a first step towards achieving a similar level of professionalism for Mole Creek's tourism industry.

3.6 Mole Creek video

L Rose was working on a script for the video and would follow up with Paul Flood.

3.7 Cruise ships

Trowunna was benefitting from the cruise ship market and others who might be included in the itinerary were Laurel Berry Restaurant, Mole Creek Hotel and, possibly, Stephens Honey Factory. H Stedman undertook to ascertain whether the latter would be interested in opening on weekends if cruise ship tour operators were interested in including them.

4. CORRESPONDENCE

4.1 Inwards

4.1.1 Minister for Environment, Parks & Heritage, & Tourism, 5/2/10 – interim reply re Mersey Forest Rd

4.1.2 Meander Valley Council (email), 15/2/10 – cycle-friendly business update

4.1.3 Mountain Huts Preservation Soc – invitation to Warners Track bridges opening

RESOLVED that this invitation be forwarded to MCTA members.

4.2 Outwards

4.2.1 MCPA, 2/2/10 – declining Paws food stall offer

4.2.2 MCTA members (email), 16/2/10 – passing on cycle-friendly business update

RESOLVED that the inwards correspondence be received and the ouwards correspondence be endorsed.

5. TREASURER'S REPORT/ACCOUNTS FOR PAYMENT

MOVED H Stedman, SECONDED A Kelly, that the Treasurer's report, as attached in the minute book and showing a current balance of \$3,992.41, be received. CARRIED

6. GENERAL BUSINESS

6.1 Membership applications

MOVED B Bourne, SECONDED J Lamont, that membership applications received from Mole Creek Post Office and Melita Honey Farm be approved. CARRIED

6.2 Mole Creek Visitor Centre

The Superb Herb has vacated the RTC building. B Bourne had offered to M Battelley and D Wilson to maintain the display of information in the short term and they had accepted this offer.

MOVED B Bourne, SECONDED A Kelly

- (a) that MCTA formally approaches Mole Creek Progress Association with an offer to maintain visitor information displays in the RTC, subject to an area within the building being set aside free of charge for this purpose;
- (b) that, if this offer is accepted, MCTA discusses with Peter Crowden possible Online Access Centre volunteer involvement in the presentation of information to visitors under the auspices of MCTA; and
- (c) that, if no arrangement acceptable to MCTA is able to be negotiated for use of the RTC building as a visitor information centre, other alternatives be investigated. CARRIED

MOVED B Bourne, SECONDED A Kelly, that a vote of thanks be recorded to Jane and Don Lamont for their excellent work in delivering professional visitor information services during their tenancy of the RTC building. CARRIED

6.3 Website statistics

B Bourne reported in the past month there had been 1,499 visits, 5,177 pageviews (3.45 per visit) and 3 min 37 sec average time on the site.

6.4 Dog friendly walks

Henrico Van Schoor had asked whether these could be indicated on the website. The general concensus was that only as a very small percentage of visitors travelled with dogs this should not be pursue. B Bourne would look at creating a print version of the walks information on the website.

6.5 Mobile phone coverage

B Bourne raised the question of lack of mobile phone in Mole Creek but this was not general felt to be an issue which needed to be addressed.

6.6 Date of next meeting

Monday 22 March 2010, commencing at 7.30 pm, at Engadine Cottage.

There being no further business, the Chairman declared the meeting closed at 9.40 pm.