

<b>Subject:</b>	Eastwood Events and Promotions Committee – Minutes of Meeting	Page 1 of total
<b>File No:</b>	COR 2007/2670	
<b>Document Ref:</b>	D11/41733	
<b>Venue:</b>	Eastwood Women's Rest Centre – Hillview Road, Eastwood	
<b>Date:</b>	Monday 23 <sup>rd</sup> May 2011	
<b>Time:</b>	6.00pm	
<b>Chair:</b>	Courtney Long – Event Officer	
<b>Meeting Support (MS):</b>	Shane Sullivan – Manager Governance	
<b>Staff Convenor:</b>	Courtney Long – Event Officer	
<b>Circulation:</b>		

**Participants**

Present	Apology	Name	Position Title	Organisation
	X	David Kwon	President	Korean Chamber of Commerce
X		Peter Sullivan	President	Eastwood Chamber of Commerce
	X	Roseanne Gallo JP	Mentor	Eastwood Chamber of Commerce
	X	Tony Tang		Rotary Club of Eastwood
	X	Patricia Keith		Rotary Club of Eastwood
X		Brad Chan	Managing Director	Eastwood Shopping Centre
		resigned	Mark Chan	Community Representative
	X	Wilson Fu		Eastwood Chinese Senior Citizens
X		Hugh Lee		Eastwood Chinese Senior Citizens
X		Courtney Long	Event Officer	City of Ryde
	X	Derek McCarthy	Manager – Community Relations and Events	City of Ryde
	X	Clr Artin Etmekdjian JP	Mayor	City of Ryde
	X	Clr Justin Li	Councillor	City of Ryde
	X	Clr Terry Perram	Councillor	City of Ryde
	X	Norman Li		Year of China in Australia

**Details****Action****Responsibility and Date**

1.	<b>Present:</b>	Noted	
2.	<b>Apologies:</b>	Noted In the absence of Councillor Li, Courtney Long assumed the Chair	
3.	<b>Confirmation of previous minutes:</b> Eastwood Events and Promotions: 21.02.2011 Lunar New Year: 29.03.2011 and 19.05.2011 Granny Smith Festival Committee: Debrief Minutes - 10.11.2010 and 2011 Minutes 11.05.2011	All minutes endorsed by the members present. Moved by Hugh Lee and seconded by Brad Chan.	Endorsed

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Details	Action	Responsibility and Date
<p>4. <b>Agenda Item 3 – Resignation of Mark Chan from the committee</b></p>	<p>Nominations for position on Committee as a result of Mark Chan's resignation.</p> <p>Courtney advised that she had received no representations for the position.</p> <p>It was suggested that it may be most appropriate that the replacement be a representative from the local business community.</p> <p>In addition, it was suggested that Mr Kwon be asked to delegate a representative from the Korean Chamber of Commerce.</p>	<p>Courtney is to review the Terms of Reference and prepare a report for Council.</p> <p>Peter to contact the Chamber to gauge interest.</p> <p>Courtney is to contact Mr Kwon.</p>
<p>5. <b>Cinema in the Plaza Costs</b></p>	<p>A costing in relation to this event was circulated to those present.</p> <p>The estimates indicate that this event would cost approximately \$6,000.</p> <p>Those present emphasised the value of this event in activating the area at night and stimulating local business and a sense of community.</p> <p>There was a suggestion that the event could be held once to gauge community interest.</p> <p>Concern was raised regarding the degree of comfort to hold the event in the Plaza. It was suggested that including seating should also be considered, although it was noted that this would be an additional cost.</p> <p>It was confirmed that this event would be an additional event in the events calendar.</p> <p>There was discussion regarding the timing. It had previously been raised that the movie could be held instead of carols but those present felt this was not suitable.</p> <p>Those present suggested the University semester break as a preferred time. In addition, Lunar New Year was suggested as an appropriate time for the event. The idea of piggybacking onto existing marketing was raised as an opportunity for this trial should it be held during Lunar New Year.</p> <p>It was acknowledged that family movies are preferable and would encourage families to attend.</p>	<p>The proposal was endorsed by those present. Council to be advised.</p> <p>It was agreed to hold it as a trial event.</p> <p>February was suggested as an appropriate month for the event.</p>

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Details	Action	Responsibility and Date
6. <b>Singing Star Costs</b>	<p>A costing was presented regarding this event. Those present gave consideration to the event and its associated costs.</p> <p>There was discussion about other singing performances staged in the Plaza. Those present noted that there are regular performance in the Plaza which adds to the atmosphere.</p> <p>Comparing the two events (Singing Star and Cinema in the Plaza), those present recognised that the cinema was good value for money.</p> <p>There were some questions raised regarding the popularity of the event with plaza businesses and City of Ryde residents. There was a question as to whether the event attracts the target demographic.</p> <p>It was suggested that funds from this event could be used to enhance current events such as the carols.</p> <p>It was noted that Singing Star Granny Smith is a very successful event that is very popular and it was suggested that Granny Smith may be a more appropriate forum.</p> <p>It was said that should it be a choice between the two events, that due to the limited budget those present would prefer to explore Cinema in the Plaza.</p> <p>It was noted that it may be unwise to progress with an event those present were unsure about.</p>	Noted.
7. <b>General Business</b>	<p><i>Economic Development Officer – Nathan Pratt</i> It was agreed that Nathan be invited to the next meeting.</p>	Courtney to contact Nathan and extend the invitation.
8. <b>Confirmation of Next Meeting:</b>	<p>The next meeting will be held on Monday 22nd August 2011 at 6.00pm at the Women’s Rest Centre, Hillview Road, Eastwood.</p>	Noted