MINUTES OF THE MEETING OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE
ON 28 JUNE 2018 at 4:00PM
ARUNTA ROOM, CIVIC CENTRE, TODD STREET

1. ATTENDANCE

PRESENT:

Councillor Catherine Satour (Chair)
Mayor Damien Ryan
Brendan Heenan, Community Member
Steve Jarrett, Tourism Central Australia
Alana Richardson, Chamber of Commerce – Central Australia
Nicoe Walsh, Yeperenye Shopping Centre
Cy Starkman, Red Hot Arts (Phone in)
Steve Shearer, Community Member (arrived at 4:06pm)

OFFICERS IN ATTENDANCE:

Biggi Gosling, Acting Director Corporate and Community Services
Micheal Smith, Manager Community & Cultural Development
Jeanette Shepherd, Community Development Officer
Stephanie Dominguez, Executive Assistant (Minutes)

APOLOGIES:

Lindsey Dixon, Tourism NT
Councillor Marli Banks
Councillor Jimmy Cocking

The meeting opened at 3:58pm

2. CONFLICT OF INTEREST

Cy Starkman – noted that Red Hot Arts are involved with the Street Art Festival, Agenda Item 4.2.

3. MINUTES OF PREVIOUS MEETINGS

RESOLVED:

That it be a recommendation to Council:

That the minutes of the meeting held 31 May 2018 be confirmed as a true and correct record of the proceedings of that meeting.

Moved: Brendan Heenan
Seconded: Steve Jarrett
4. BUSINESS ARISING FROM PREVIOUS MINUTES

4.1 Bannerconda CBD banner system

The Community Development Officer reported that Rex Mooney, Alice Springs Town Council Chief Executive Officer, and Jamie DeBrenni, Deputy Mayor, provided feedback to Bannerconda staff on how long the banners have lasted. The result of which was 12 full tapered banners that will be provided free of charge for Alice Springs Town Council to trial.

Bannerconda has recommended a full taper design as it will provide more longevity, with less impact on the fabric compared to the square ones, which can tear and shred in the wind. Bannerconda has also recommended that if Council notices a banner starting to get damage, to remove the banner and do minor repairs.

The cost is the same for tapered banners as for the square banners, which equates to around $120 a banner. It would also cost $924 GST incl. to update Council's six current banner art works into this new format, or $616 to update one banner.

Discussion ensued regarding the original idea for the banners. Mayor Ryan highlighted that the original concept for the banner system was to see banners incorporating a range of events throughout the year, such as Easter, Christmas, and major events. Banners would be used for a shorter time, and therefore the life of the banners would be longer. The 'welcome' banners could then be cycled in between the 'events' banners.

There was discussion that smaller organisations could apply for funding for banner printing and design through the Tourism, Events and Promotions Committee, however this idea was not supported by the group.

The committee discussed potential limitations on logos displayed on banners, and creating guidelines for external organisations to adhere to when using the banner system for their events.

Action:
Officers to investigate a costing scheme for Depot staff to manage the systems.

Action:
Officers to complete a calendar of 'special events' and investigate the cost to supply a range of annual Alice Springs Town Council 'event banners'. This calendar should also outline any gaps in the calendar year to determine whether banners can be offered to other organisations, at their cost.

Action:
Officers to contact Jim Laurie in regards to inviting Masters Games to use the banner system for 2018.

Action:
Officers to check if the tapered banners are offered double sided.
4.2 **Alice Springs Street Art Festival**

Discussion is continuing between the Alice Springs Town Council, the Northern Territory Government and Red Hot Arts regarding the proposed Alice Springs Street Art Festival.

**Action:**
The Manager Community & Cultural Development will inform the committee of the progress at the next committee meeting.

4.3 **Previous applications for sponsorship**

A letter has been sent to the Arid Land Environment Centre detailing Alice Springs Town Council's sponsorship of their 2018 EcoFAIR, including asking whether the in-kind support and cash sponsorship will see ASTC as a Gold Sponsorship member.

The recommendation to support the MusicNT Bush Bands Bash application to the value of $5000 cash support passed through Council on the June Ordinary Council meeting. A letter has been drafted and given to the CEO for signature, and will then be sent out. In-kind support has been supported by the CEO.

4.4 **Council Cinema Package**

The recommendation to purchase a new Cinema Package passed through Council on the June Ordinary Council meeting. The cinema package will be ordered and will arrive before the first community hire on 10 August.

4.5 **Night Markets**

Aces and Eights would like to hold a cruise night and Rock n Roll Concert on Thursday 30 August on the Council Lawns with food stalls as part of the Red Centre NATS.

As per direction from the last Tourism, Events and Promotions meeting, the Community Development Officer contacted Craig Markham from NT Mayor Events regarding any clashes with existing official Red Centre NATS events. He confirmed there were no clashes.

The Community Development Officer discussed that she had on the 1st of June, emailed Peter Hondow explaining that the Council night market dates are already set for 2018, however if Aces and Eights wanted to organise a market or other event on that proposed night, Council would be happy to assist them with contacting stall holders.

The Community Development Officer reported that the Community Projects and Events Officer is currently helping Aces and Eights to create an expression of interest document which will go out to stallholders.

The Community Development Officer asked whether the committee could advise in what ways they think it is appropriate for Council to support externally organised events and markets such as this.
Mayor Ryan said the Finke Street Party had been a huge success. Mayor Ryan has spoken to the Chief Minister, who wants a night market for all major events that will enliven the CBD. Mayor Ryan suggested that Council readdress what night markets are held in 2019, and that major events such as Red Centre NATS and Parrtjima should have associated night markets.

The Acting Director Corporate and Community Services highlighted that when reviewing the markets from 2017, it wasn’t the reluctance of Council staff to increase the numbers, it was stallholders who were reluctant due to oversaturation of markets, reducing turnout and sales. She also highlighted that a Todd Mall market is on Sunday 2 October, which coincides with Red Centre NATS, and a night market the week before on 20 September.

Discussion ensued around the event being more of interest to food stall holders versus general stall holders.

Discussion ensued around the proposed Aces and Eights event, including that a Thursday night event would create a full weekend for Red Centre NATS events, which would engage people in the CBD.

The Community Development Officer highlighted that the Aces and Eights are planning to having a concert and ‘show and shine’ on the Council Lawns and carpark on the Thursday night.

Mayor Ryan suggested that Council’s commitment could be: the creation of a Traffic Management Plan, providing power to stallholders and the event, providing rubbish bins, and providing rangers on the evening. Mayor Ryan discussed that Red Centre NATS is in its fourth year, and if it continued to follow its normal structures that numbers will drop off, but this could be something to new to attract people into the CBD and the event overall.

The Acting Director Corporate and Community Services discussed how last year there was a commitment from Red Centre NATS for eight cars to attend the market, but only two attended. Mayor Ryan suggested the issue had to do with road closures.

Alana Richardson discussed needing one metre parameters around the cars, and unless the street is blocked off, people won’t go as the car owners are precious about their cars.

The committee discussed closing off Gregory Tce and Todd St (up to KFC) so people could have their cars in a more protected space than the Council car park and be more on show. It was suggested the road could be closed from 5.30pm-7.30pm.

The Community Development Officer highlighted that the committees proposal would involve extensive staffing and other related costs to facilitate this proposed event.

The Manager Community & Cultural Development discussed that Council cannot deliver the Traffic Management Plan and this would need to be outsourced to Diggamen at an estimated cost of $1,200 - $1,500. He also stated that Council could facilitate power, provide rubbish bins and rangers, also specifying that an event management plan and event management staff would also be required from Aces and Eights. He suggested that all of this could be costed, but time is pressing due to the proximity of the proposed event.
The committee discussed the proposed event and associated costs, and came up with an figure of $7,500 to support the event through the Tourism, Events and Promotions budget. This allocation will to assist the proposed event with costs associated with:

- The creation of a Traffic Management Plan
- Power use and connection to Council's resources
- Event assistance on site during the event to facilitate Council's responsibilities
- Rubbish management of area during and post event
- Rangers on site during event

**Recommendation:**
That it be a recommendation to Council:

That Council fund the proposed 30th of August, Thursday night Red Centre NATS Street Party up to the value of $7,500 from the Tourism Events and Promotions budget, to assist the event with costs associated with:

- The creation of a Traffic Management Plan
- Power use and connection to Council’s resources
- Event assistance on site during the event to facilitate Council’s responsibilities
- Rubbish management of area during and post event
- Rangers on site during event

Moved: Steve Shearer
Seconded: Alana Richardson

5. **DEPUTATIONS**

Nil

6. **Other Business**

6.1 **Overview of Alice Springs Town Council Events – July to October 2018**

The Community Development Officer reported on the latest, and upcoming Council run events:

- Phoney Film Festival Workshop – 3 July
- Alice Springs Show – 6 and 7 July
- July Holiday Youth Movie Marathons – 6, 13 & 20 July
• Phoney Film Festival – 19 July
• Mayoral Morning Tea – 10 August
• Night Market – 23 August
• Seniors Still Got Talent – 29 August
• Citizenship Ceremony – 17 September
• Night Market – 20 September
• Youth Arts and Music Festival – 28 September
• Night Market – 18 October
• Various Library Events

Brendan left the room at 4:38pm
Brendan returned to the room at 4:39pm

6.2 Community Event Update – from Committee Members

Committee members updated the group on events they are involved with, or aware of in the community.

Mayor Ryan
• Territory Day – Council provided BBQ and fireworks

Alana Richardson
• The Chamber of Commerce CBD beautification program is launching on 29 June.
• Customer Services Awards are on 13 July

Nicole Walsh
• Yeperenye is holding a NAIDOC Markey Day event on 29 June.
• Yeperenye is holding a Health and Wellness Expo on Friday 24 August as part of Seniors Month.

ACTION: Council to organise to have a stall for the Heart Foundation Walk and the Alice Springs Aquatic and Leisure Centre at the Health and Wellness Expo.

6.3 OTHER BUSINESS

The Community Development Officer highlighted that there aren’t sufficient functioning pull-up banners and other collateral for organisations to use to show Alice Springs Town Council sponsorship of their event or activity.

There was discussion regarding the types needed, and it was suggested that four teardrop banners for external events, and four pull up banners for internal events, would be appropriate.

Two of each type of banner will read ‘Working for the community’ and the other two will read ‘Proudly supported by’. Both will also feature the colour coded Council logo.

Recommendation:
That is be a recommendation to Council:

That Council purchases four teardrop banners and four pull up banners at an average cost of $200 per banner.

Moved:           Nicole Walsh
Seconded:       Steve Shearer

7.   NEXT MEETING:  Thursday 26 July 2018, 4:00pm

8.   CLOSURE OF MEETING:  The meeting closed at 4:51pm