

MINUTES OF ECONOMIC DEVELOPMENT AND TOURISM ADVISORY COMMITTEE

Monday 19 June 2023 at 2pm

Gallery Room, Coonabarabran Council Building

Present: Cr Newton (Chair), Cr Kopke, Cr Brady, S Edwards, T Hayman, D Mulligan, D Baker, K Dewar, J Woo, L Doyle (via Zoom), K Rose (via Zoom)

Meeting Opened: 2.05pm

1 Apologies

L Cutts, N Pfeiffer, L Ryan

2 Declaration of Pecuniary and Non-Pecuniary Interests

3 Minutes from Previous Meeting

Cr Newton/Cr Kopke

3.1 Business Arising from Minutes

Action:

1. Acting MEDT to seek remodel from Solid Signs for Town Entrance Sign design, incorporating traditional Aboriginal names of the land/language. Also to seek a smaller Coonabarabran design for backroad entrances to the township.
2. By 30 June 2023, EDT committee members are to email Acting MEDT with specific details of desired wording, design elements, and preferred locations for the Town Entrance Signs, for Acting MEDT to forward to Solid Signs.

4 Reports

4.1 Tourism Report

Recommended: That the Tourism Report be received and noted.

S Edwards/Cr Newton

4.2 Economic Development Report

WSC EDT Strategy – EDT committee suggest the strategy briefing be forward to committee members for comment. It was also suggested that local consultants be included in the procurement quotes for preparation of the strategy.

Recommended: The Economic Development Report be received and noted.

S Edwards/Cr Kopke

4.3 Visitor Information Centre Report

VIC App – Run by The Tourism Group, lacks extensive information about surrounding towns.

Action: Acting MEDT to examine the App's limitations regarding the inclusion of further information about neighbouring towns and inclusion of the Pandora Gallery Visitor Centre.

Social Media platform – Discussions occurred around Council's social media platform and whether Instagram could be included. This platform could be linked to the existing Warrumbungle Region Facebook page, enhancing the Region's social media visibility and outreach.

WSC Website - EDT Committee noted the existing WSC website is not user friendly; this comes as a response to feedback from some EDT Committee members.

Recommended: The Visitor Information Centre Report be received and noted.

S Edwards/Cr Kopke

5. New Business

5.1 Rail Trails – S Edwards spoke about progressing Rail Trails across the LGA, and possible inclusion in EDT Strategy when reviewed. Media presentation was available to be presented to EDT Committee but due to lack of time, presentation postponed until next EDT meeting.

Action: S Edwards to implement steering group to further progress Rail Trail project.

5.2 A Hearty Welcome – D Baker advised the committee that 2357 Development Group Incorporated and various community groups are organising a meet and greet with other new residents and locals that will be held in the Coonabarabran Town Hall on the Sunday 23 July 2023.

Action: D Baker to add to calendar of events on WSC website.

Action: Acting MEDT to provide brochures in advance to be handed out at the event.

Next Meeting: 21 August Monday 2023, 2PM, Council chambers/gallery.

Meeting closed: 4:00PM