

# Meeting Notes

## MidCoast Destination Barrington Coast Reference Group

<b>Date</b>	Monday 24 November 2020	<b>Time</b>	13:00
<b>Venue</b>	Via zoom	<b>Chair</b>	Cr Hutchinson
		<b>Note-taker</b>	Angela Hutchins
<b>Attendance</b>	Cr Karen Hutchinson (Chair), Donna Carrier, Sue Hedditch, Rob Jeffress, Rick Wraight, David Brown, Jan Ross, Anthony Somers, Deb Tuckerman, Angela Hutchins, Ben Andrews, Thomas Davey		
<b>Apologies</b>	Cr Troy Fowler, Donna Carrier, Michaela Breese, Brooke Heath, Duncan Campbell, Naomi Kilby, Sharon Bultitude		
<b>Guests</b>	Kate Faithorn & Gerard - Leonards Advertising.		

### Meeting items

Item	Key points/actions
1	Acknowledgment of Country
2	Introductions/Apologies: Refer to above. Housekeeping/WHS: Completed by the Chair
3	Actions arising from previous notes not covered elsewhere in agenda. Refer attached table. All actions completed.
4	<p>Destination Marketing Campaign – Campaign Partnership</p> <p>Presentation from lead project consultants, Leonards Advertising, on the development of the up-coming Destination Marketing Campaign and details of the proposed partner program buy in.</p> <p>Group members suggested inclusion of more details of the packages and return on investment; and time frame of the campaign. The Group discussed ways to best collaborate and communicate with industry stakeholders on the campaign and packages.</p> <p>Overall the group was positive about the campaign direction.</p>
5	<p>Barrington Coast Destination Website – overview</p> <p>Staff provided an online overview of the new website. Feedback was very positive.</p>

6	<p>Discussion: skills/staff shortage in our hospitality sector</p> <p>Staff and skills shortages was raised at the last meeting. Reference group members expressed interest in forming a Focus Group to consider local solutions. Council's Manger of Growth, Economic Development &amp; Tourism to consider and liaise with members.</p>
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## Record of Actions

Item		Date added	Resp	Status
1	2020/21 Meeting Dates to be scheduled	12.10.20	SB	Completed
2	Feedback on Tourism Campaign Reference Group to be considered by BC and Leonards.	24.10.20	BA	
3	Consider special meeting to develop local strategies to address skills/staff shortages in the industry	20.10.20	DT	

## Next meeting (or as required for urgent business)

Date:	4 February	Time	1-3pm
Venue:	Zoom		