

**Minutes of the General Meeting  
of the Oberon Business and Tourism Association Inc  
held on August 9 2023  
Mayfield Garden**

**Meeting declared open at 6.16pm**

**Present** Justin Enright (in the Chair), Shanaya Stapleton, Debbie Keane, Vicki Walsh, Cr Helen Hayden, Cr Bruce Watt, Brian Dellow, Mary David, Pam Dellow, Sue Roberts, Col Roberts, Liz Memory, Alex Muldoon, Jenn Capel, David Kirk, Trent Oliver, Kelly Robinson

**Apologies** Don Capel, Tim Salmon, Fran Charge, Tim Charge, Robyn Richard, Barry Richard, Michael Richard, Pat Bird, Jill O’Grady, Neil O’Grady, Andrew LeLievre, Jacqui Harman

Welcome to the meeting – Thanks to Mayfield for hosting tonight.

**Minutes of the previous meeting** were read and accepted on the motion of Pam Dellow and seconded by Helen Hayden. Motion carried.

**Business Arising from Previous Minutes**

Funds for Garden Club have been given since last meeting.

**Correspondence**

**In**

Corro in from Debra Keane, Manager of Economic Development and Tourism requesting support for the Oberon Tourism Brochure update and refresh.

There has been a thorough review of current brochure and changing needs of market. Oberon Visitor centre would like to have a larger stake in the new brochure, both through creative control and advertising partnerships. Council seeks OBTA’s consideration to partner in the development of the brochure, specifically financial contribution of \$5,000 to cover pre-production and printing costs.

OBTA member assistance with proof reading and editing

Photo and destination content where required.

Total cost of the project is anticipated to be \$25,000-30,000.

Debra Keane provided some additional information and stated that historically the producer of the brochure has had a larger say in the brochure and advertisements than Council and OBTA have liked. Previously under the Review, it was more geared towards local and shopping local, not as much emphasis on this now it has changed hands.

Brochure is currently distributed out of Oberon and goes to Blue Mountains, Canberra, Sydney and West. Only 50 brochures left from the last lot. Would like to potentially have new brochure available online as well.

Would be looking at an 18 month time frame for advertisers to give them a bit longer to get return on their advertising.

Helen confirmed that several councillors have marketing experience and find this brochure cheap and tacky.

Heaneys is possibly the company that Council will go with, but wanted to see some more options first. Council deferred decision at last meeting to see more offers.

Jenn confirmed the brochure was better when we had more control.

Kelly asked whether it was possible to do this locally.

Debra confirmed that the current expressions of interest they were taking were for the company to source advertising, as well as design the brochure.

The Review have withdrawn their expression of interest.

Kelly expressed concerns about the costs- seem very large.

Preproduction of the brochure are the highest costs, but it is too big of a job to do ourselves- don't have resources to sell all advertising and create brochure etc. Helen and Kelly thought this may still be achievable.

Proposing A5 brochure, hard copy and digital. Low cost model pays for itself. Advertising benefits- can attract clientele and move with the demographic.

Justin- historically OBTA been involved in the brochure in some way. We're asked for \$5K out of costs of \$25-30K. between members- relatively small contribution. OBTA isn't being asked to sign off on the supplier – that is Council's job. We are being asked for a dollar amount and some of the skills of members for proofreading and content.

Would we like to discuss further or decide on support tonight?

Jenn- Move "that OBTA support the brochure to the tune of \$5,000.00"

Seconded – Col

Motion Carried

All OBTA members have opportunity to advertise their business in brochure if they wish to do so.

No other corro in

## **Out**

None

## **Treasurer's Report**

Vicki Walsh delivered the report

\$300 in for new membership fees

\$465 out for Oberon Garden Club

\$1570.50 out for website

Cheque Account- \$9,400.81 Term deposit- \$45,974.20 total current assets of \$55,375.01

*Motion Moved: Warwick Seconded: Helen "That the Treasurer's report be accepted."*  
*Carried.*

## **Council Delegate's Report**

Councillor Helen Hayden gave the report tonight.

Irrigation project at O'Connell Rec Ground is underway. Pump shed is completed.

The waste facility power installation should be complete by 10 August.

Lowes Mount Road- Construction is continuing.

Reef facilities should be completed end of September in time for Redfin Roundup.

Have been some issues with the off-leash area and the fencing quotes. Remeasured and starting fencing again next week.

Biodigester action group is holding a meeting at 6pm on September 20<sup>th</sup> at the Oberon RSL.

The wind tower meeting that was held was very informative and had a good turnout- hope this will be the same.

Robert Scott has purchased the General Store at Black Springs- proposal for the corner block of the park. Proposing to hold Markets at Black Springs of the 4<sup>th</sup> Sunday of each month from September.

Next council meeting to be held on 15 August 2023.

### **Tourism and Economic Development Manager Report**

Debra Keane delivered the report.

On 21 August Regional Development Australia are holding an active stakeholder meeting for Agritourism.

Events live on Humantix for the Outdoor festival.

Connectivity meeting this month at Orange- this is still one of the biggest concerns for Agritourism in the area.

Should be moving back upstairs soon. Paint of the walls tomorrow, then carpet and electrical and then fit out. DA for the veranda- we are getting there. Hopefully Mid October- November.

### **General Business**

Bruce- update on the End of Year Spectacular. Last year was very successful.

16 December 2023

Carols from 5pm. Will have market stalls. Roads will be closed from 1pm-11pm.

Will be opportunities to sponsor- don't have funding this year.

Was a great event last year so hoping we can make it another successful year and continue to hold these.

No other general business

Update from hosts- Mayfield Garden.

Alex and Liz provided an update.

Alex confirmed that her family owns Mayfield and she and her husband were living in America but moved back during Covid and now run Mayfield. Live in Sydney but are up here every week.

Busy during Autumn and Spring and school holidays but can be quiet at other times.

This can make it a challenge for hospitality.

Bring a lot to the region. Around 5% of visitors purchase local tickets which are at reduced rates.

Mostly Sydney visitors coming for the day, they find. Not generally overseas visitors.

Lots from Windsor, Richmond, Hawkesbury, Wollongong and Canberra.

Often large intergenerational groups of Asian- south east Asian heritage.

Cool climate garden.

Encourage people to bring picnics and food. During the busy period restaurant can't cater for all visitors, so picnics help take off pressure.

Have Glamping available during the festival- has been quite popular, especially during weekends.

Introducing music for the Spring festival on 22-23 October.

Hoping to hold some more events and things to encourage people to spend a weekend in town rather than day trips.

Google maps currently directing people to take the truck bypass. Mayfield would like to change this so that people travel through town and businesses in town may benefit. Perhaps a sign directing people to go to Mayfield through the main street could be considered.

**The meeting was declared closed at 7:48pm.**

President

Date

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