

DINNER PLAIN ADVISORY COMMITTEE

MEETING: 23rd April 2015



Minutes of the Dinner Plain Advisory Committee Meeting held at the Dinner Plain Community Centre, commencing at 10:00am.



Alpine Shire

**** Please note: minutes are not final until confirmed at the following Dinner Plain Advisory Committee meeting.**

1. WELCOME

Members present:

Shelley Holah

Gary Battershill

Leona Turra (chair)

Colin McDonald (by phone)

Belinda Trembath

David Chlebna

Lee Rourke

In Attendance from Council:

Heather Green

Elaine Burrridge

Grant Seamer

2. APOLOGIES

Nil

3. PREVIOUS MINUTES

Minutes from DPAC meeting 26 February were read and accepted.

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4. BUSINESS ARISING FROM PREVIOUS MINUTES

4.1 DPAC Membership

New committee member Gary Battershill welcomed

4.2 Dinner Plain Coordinator

New appointee to the role of Dinner Plain Coordinator, Grant Seamer, was welcomed.

5. OFFICER REPORTS

5.1 Heather Green

Master Plan

The Master Plan final draft has been distributed to the public with an attached request for feedback. Three submissions were received in regards to the Master Plan. Committee members were asked for their own feedback. Heather indicated that minor changes around wording and the vision will be made to the Master Plan.

The process moving forward is that the Master Plan is presented to the next Council meeting and from there projects will be prioritised relating to budget and funding applications and approvals.

It was suggested that although there has been a good level of funding for Dinner Plain infrastructure development in recent times it is essential that DPAC continue to pursue the continued development of the top two or three projects identified from the Master Plan.

Gary raised the discussion point that the redevelopment of the entry road is listed as happening after the relocation of the CFA facility (p.52) and perhaps it should be the other way around. The Alpine Shire indicated that there is the opportunity to relocate the CFA building prior to the redevelopment of the road due to the high costs required to redevelop the road and that perhaps there are other identified projects of greater benefit to the village. The Alpine Shire will clarify this in the final version of the Master Plan.

The committee members were asked to provide their own top five projects to the Alpine Shire from the Master Plan (p.43 - p.51) within the next week (ACTION ITEM).

It was suggested that a prospectus will be developed to showcase the direction of Dinner Plain and encourage future private investment. GS to develop this prospectus (ACTION ITEM).

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5.2 Elaine Burridge

Snow Park signage is underway.

Snow making guns are due to be delivered.

Waiting on acquittal reports from Easter events.

Feedback from advanced accommodation bookings is that the public is excited about the snow making for the Cobungra ski slope and the new tube park.

Big Muster Drive, one way vs two way traffic

Recommendation from Vicroads and Oxley & Company (consultant surveyors) is that a year round 20km/h shared speed zone be created on Big Muster Drive between Horseshoe Circle and south of Stock Whip Lane. Consensus from public feedback received in response to newsletter notification of the discussions has been overwhelmingly positive towards the road remaining one way for the Winter season.

Parking limits within Big Muster Drive would need to be enforced with the support of Hotham ARMB.

A discussion was had about the importance of enforcing adherence to the one way road regulation and that any enforcement needs to be consistent.

It was agreed that the recommendations contained in the Oxley report (p.4) be accepted and acted upon as an interim measure before further evaluation with reference to the Master Plan. It was agreed that authorised officer requirements needs to be investigated in line with enforcement procedures.

5.3 Grant Seamer

Marketing Concepts

A presentation on marketing concepts was given to provide DPAC members with the direction in which the marketing strategy will be developed. The presentation focused on digital marketing opportunities for both pre-Winter and Winter campaigns. GS is to develop a marketing strategy for presentation at the next DPAC meeting (ACTION ITEM).

Dinner Plain TV

Grant indicated that there is scope to incorporate a Dinner Plain TV style format within the marketing plan provided it moves to an online platform. Further discussion to be had around this at the presentation of the marketing strategy at the next meeting.

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Opening Weekend Events

A concept was presented around a progressive street festival as a way to celebrate the opening of the Winter season. GS to discuss further with Peter McKenna about the possibility of DPRBOS being involved with the delivery of such an event (ACTION ITEM).

6. OTHER BUSINESS

- 6.1 EB to provide a budget report for next meeting (ACTION ITEM)
- 6.2 Possibility of stakeholder meetings raised by the Chair. A public DPAC meeting to be scheduled for Monday 8th June 10am. Venue TBC Councillors to be invited to this meeting. (ACTION ITEM)
- 6.3 It was suggested a discussion be had at next meeting re ongoing viability of DPAC. Financial support of Dinner Plain by the Alpine Shire recognised by DPAC as being of great assistance in growing the tourism product in particular.
- 6.4 A briefing between DPAC and Council was suggested to coincide with the Councils regular meeting in Bright (the 3rd and 4th Tuesday of the month) to further engage both groups with the Master Plan recommendations. EB to coordinate the meeting (ACTION ITEM).

Meeting Closed: 1pm

Next Meeting: 12pm
23 June 2015
Alpine Shire offices
Bright