



Dinner Plain Advisory Committee



Alpine Shire

Meeting: 26 February 2015

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

DINNER PLAIN ADVISORY COMMITTEE MINUTES

Minutes of the Dinner Plain Advisory Committee Meeting held at Mountain Kitchen,
commencing 10:00am

1. WELCOME

Present:

Members: Shelley Holah, Leona Turra, Colin McDonald, Belinda Trembath, David Chlebna,
Lee Rourke

In Attendance from Council:

Heather Green, Elaine Burridge

2. APOLOGIES:

Nil

3. PREVIOUS MINUTES

Minutes from DPAC meeting 27 November were read and accepted.

4. BUSINESS ARISING FROM PREVIOUS MINUTES:

(1) DPAC Membership:

Following from the recommendation of DPAC (meeting of 25 September) to approach food and beverage operators for membership on DPAC, one application was received through the EOI process from Gary Battershill of Peppers Rundells. Recommendation from DPAC that Gary's membership be endorsed by Council.



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- Action: EB to prepare recommendation document for Council meeting of 7 April for Council's endorsement of Gary's membership.

(2) Signage – Advertising:

Update read from Nick Vlahandreas re: removal of real estate signage conflicting with the Local Laws requirement to remove "sold" signage within 7 days after settlement of a property. Nick had been in contact with real estate agents requesting removal, whilst most signs have been removed, Local Laws need to remove the remainder that are in breach of the requirements and Nick to follow through with seeking to amend the local law relative to the number of signs that each real estate agent can display.

- Action: Local Laws to remove balance of signage in breach of requirements and monitor ongoing. NV to follow through on seeking local law amendment.

(3) Big Muster Drive, one way vs two way traffic:

A traffic consultant has been engaged to recommend a way forward. The consultant has been to Dinner Plain with Council and Vic Roads to assess. A report/recommendation will be forwarded to Council in the weeks coming. A special meeting in April to be held with DPAC members to discuss the report in order for a recommendation to be put to Council pre-winter 2015.

- Action: Report to be collated along with historical information and tabled at April special meeting of DPAC. DPAC meeting to be scheduled.

(4) Dinner Plain TV:

At the 27 November DPAC meeting a recommendation was put forward to extend the contract for DPTV from 30 November 2014 (original contract cessation date) to 31 March 2015. Suggestions as put together by Karl Gray and presented at the 27 November meeting were forwarded to DPAC members for review. Recommendation at this meeting (26 February) that the service be ceased at 31 March 2015 until such a time that a new marketing strategy is in place that will refine what/if any role DPTV will play. There was discussion regarding Special Rate funds being used for external marketing to fill beds. The new Dinner Plain Coordinator in conjunction with DPAC will initiate activity to determine any future direction of DPTV in collaboration with the new marketing strategy. Residual funds available in this FY for "DPTV" to be diverted to marketing externally in the lead up to winter.

- Action: EB to inform DPTV service provider and Dinner Plain businesses of cease of operation at 31 March. NEW Dinner Plain Co-ordinator to develop (with DPAC) a new marketing strategy and determine a role for DPTV into the future.



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5. OFFICER REPORTS

Heather Green:

Master Plan:

The Master Plan final draft is ready for ratepayer and community feedback/prioritisation of projects identified. A Dinner Plain Newsletter will be distributed via mail and e-mail in the coming weeks with links to the Master Plan and asking for feedback. Hard copies of the Master Plan to be available at Councils office (Bright) and in Dinner Plain. Feedback to be received from ratepayers by 10 April. Feedback distribution to DPAC prior to the special meeting of April. Feedback will then be collated and incorporated into a document for Council's adoption of the Master Plan.

- Action: EB to prepare newsletter with links to Master Plan. Hard copies to be available for pick up in Bright and Dinner Plain. EB to collate feedback for April meeting of DPAC and distribute prior to meeting.

Elaine Burridge:

(1) Projects:

Update on progress of Gravity Park & Adventure Park projects:

- (a) Stage 2 of snow making project is complete pending Technoalpin specialists coming to Dinner Plain to commission the equipment – April 2015;
- (b) Ski slope lighting project is complete with discussion occurring between Council and MHSC regarding night skiing operational nights and pricing;
- (c) Tennis court refurbishment completed;
- (d) Fitness station installations completed;
- (e) Tubing: Infrastructure on order via MHSC who won the tender. It is expected that the equipment will be arriving into Melbourne around 19 March with installation in the following weeks. Cannot commit to tubing operating over Easter.
- (f) Tracks and trails works to Apian, Misty Tickle and Blade Runner are being completed to improve drainage and to open up trails for cross country skiing;
- (g) MTB: Cultural Heritage and Ecology works have been completed for Lot 3. Council are awaiting final reports. Next steps is engaging a consultant for MTB park master plan works with a view to construct. Funds for construction works will be incorporated into future budgets (FY 2015/2016 onward). Considering that funds were allocated against the "adventure park" project and are unlikely to be expended in this FY for construction



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works, research into a “pump track” (alike to a skate park) is underway. There will be surplus funds available from the “adventure park” project to fund this and a “pump track” aligns with the criteria within the funding agreement and can be delivered before milestone completion dates. There was discussion regarding the opportunity of the pump track being used at Dinner Plain over the “green” season and elsewhere within the Shire (for a fee and branded as Dinner Plain) during the “white” season.

(2) Operational:

1. Events:

2,130 participants expected in the 3 Peaks Challenge, stopping in Dinner Plain on Sunday of the March long weekend. Mountain Kitchen has been successful in getting the contract for the lunches for all riders. There will be traffic restrictions within Dinner Plain that weekend. No closures – just slowing down of traffic.

Council will work with MHSC re: opening of ski slope celebrations for opening weekend.

- EB or new Dinner Plain Coordinator to work with MHSC on an event plan.

2. Tour Operators:

Horse Riding: Improvements have been identified by Dinner Plain Trail Rides to the corral area of Crisps Hut to minimise the identified risk of injury with people mixing with horses. We are awaiting advice and recommendations from forward to Horse Safety Australia. This has been a slow process in feedback coming from Horse Safety Australia.

Sled Dog Tours: Australian Sled Dog Tours have communicated that they will be operating elsewhere into the future. An Expression of Interest for “winter” activities will be promoted in March. DPAC will be required to be involved in decision on Tour Operations for winter activities.

- Action: EB to follow up Horse Safety Australia. EB or Dinner Plain Coordinator to seek Expressions of Interest for winter activities and seek DPAC recommendation.

6. OTHER BUSINESS:

1. Dinner Plain Vehicle:

The Dinner Plain branded vehicle has gone into Councils pool of vehicles for use in Bright. Discussion with DPAC regarding use of the vehicle. It was agreed that the vehicle should be off mountain and used in the pool of vehicles available at Council so as to ensure that the Dinner Plain brand is promoted externally where possible.



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- Action: Council staff coordinate use of the vehicle where possible outside of the Shire area.

- 2. **Dinner Plain Coordinator:**

The role is currently being recruited to. Heather explained that the role was being advertised as a 4 day a week role to the end of the ski season with a review at that point. The role then may turn into a 3 day a week role. Some good applications were received. A suggestion from Council officers that a member of DPAC participate in the interviews as an observer. Lee Rourke indicated that he was interested in this.

- Action: EB to send details of interviewees, date and time to Lee Rourke.

- 3. **Snow Victoria & Winter Marketing**

MHSC developing (in coordination with Council) a strategy on marketing the new winter products at Dinner Plain. Belinda to assist Elaine with inclusion of Dinner Plain to Snow Victoria (campaign organisation for snow in Victoria). Snow Victoria will provide all sorts of opportunities for Dinner Plain as a winter destination. There will be a participation fee required from the Dinner Plain marketing budget.

- Actions: BT to introduce EB o Lorena Gibson of ARCC and EB to seek participation requirements.

- 4. **Tennis Courts:**

Tennis courts require some thought re: locked gate and availability of equipment. Terms within the Deed of Variation between Council and SnowGums Owners Corporation regarding the management of the courts may need reviewing to make access to the courts easier.

- Action: NEW Dinner Plain Coordinator to look at terms for next summer. EB to communicate with SnowGums Owners Corporation re: access for Easter.

- 5. **Visitor Information Centre:**

There was discussion regarding whether there is an appetite from rate payers and businesses or a need for Dinner Plain to offer a visitor information centre for tourists (particularly over the summer months). This needs to be considered in the marketing strategy to be developed. Many visitor centres are closing down due to high running costs and the availability of information online these days are making many information centres almost obsolete. Council are currently undertaking research on the viability of Visitor Information Centre in the valley area for the same reason. There are limited funds and again are funds better used for external marketing and ensuring that our online presence/communication on "what to do" when in Dinner Plain is present?



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6. Dinner Plain to Hotham bus:

- (1) Discussion regarding the contract for the Dinner Plain to Hotham bus service has been awarded to Dinner Plain Transit Services. Tender processes were undertaken (as advised to DPAC) prior to Christmas and a recommendation to Council at the December Council meeting. The contract is for a period of three years. Feedback received from ratepayers, visitors etc was relayed and discussed at tender submission stage with Dinner Plain Transit Services with a commitment from the operator to improve on the issues raised. The Dinner Plain Coordinator will supervise the service to ensure improvement on an ongoing basis.
- (2) There was discussion regarding a night service and the appetite from DPAC to investigate a night service to assist with promoting night skiing and tubing and the food and beverage offering in Dinner Plain.
- (3) Dinner Plain bus branding. There is an opportunity for the larger buses to be branded. There will be an associated cost to produce the artwork and a rental fee. The buses used for 2013 & 2014 seasons were branded by Palmer Coolum and James Boags and provided the operator with an additional revenue stream. There will be a rental fee required from Dinner Plain should the option be taken. The buses would be used off mountain over the "green" season and so provides promotion of the Dinner Plain brand off mountain.

- Actions: NEW Dinner Plain Coordinator to supervise bus service throughout the ski season (ongoing). EB to investigate with Dinner Plain Transit Services: Costing to brand the buses and feed information back to DPAC; Cost to run night services and feedback to DPAC – investigating partnership with stakeholders to underwrite if required.

7. Special Rate:

There was discussion regarding the Special Rate and DPACs view on an increase or decrease. Resolution from DPAC to not decrease or increase the rate but maintain the rate to support product development.

8. DPAC Special Meeting:

Thursday, 23 April to discuss and resolve recommendations to Council:

- Big Muster Drive (one way vs two way);
 - Master Plan feedback.
- Action: EB and HG to collate information and reports for meeting (as per above items).

Meeting Closed: 1:30pm

Next Meeting 23 April 2015.



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