

Minutes of Meeting



Dinner Plain Advisory Committee

The Onsen Spa, Dinner Plain
11am - 2pm
27th August 2015



Present:

Leona Turra (chair)
Belinda Trembath
Shelley Holah
Lee Rourke
Gary Battershill

Heather Green
Elaine Burridge
Grant Seamer

1. Welcome

Councillor Ron Janas and Alpine Shire CEO Dave Barry were welcomed to the meeting.

2. Apologies

Colin McDonald
Mayor Jan Vonarx
Jon Hutchins

It was proposed that Jon Hutchins be invited to attend the next DPAC meeting in lieu of him not being able to attend this meeting (ACTION ITEM).

3. Previous minutes acceptance

The previous minutes were accepted.

4. Business arising from previous minutes

4.1 Marketing strategy final presentation

A detailed marketing strategy was presented by Grant including a marketing activity schedule aligned with the current Dinner Plain budget as adopted by Council for 2015/2016 of \$65,500. Belinda suggested that an additional marketing spend needed to be made given the amount of infrastructure investment in the past year. The majority of DPAC members agreed that an additional marketing spend at this time would benefit the Dinner Plain community.

DPAC recommendation: Grant develop a Marketing Strategy incorporating the additional spend if it was made available, the “must haves” and the “could haves” that would make a marked impact on marketing Dinner Plain as a year round destination. A further meeting to be held on 1 September to discuss a reviewed Marketing Strategy and increasing the marketing budget.

4.2 Adventure Hub / Information Centre concept

A further discussion was had about the possibility of establishing an adventure hub/ information centre within the village. Shelley indicated that if the centre added to the experience of Dinner Plain rather than just providing an office that it would be beneficial to the Dinner Plain community. David questioned how such a centre would be viable financially. Belinda suggested it was a priority for Dinner Plain to have such a centre. Leona suggested that partnering with a private operator may provide a solution. Grant was asked to provide a number of different business models for review by DPAC (ACTION ITEM).

4.3 Review of action log

The action log was reviewed with no action items overdue.

5. Officer reports

5.1 Budget report

Elaine presented a reconciliation of the 2014/15 end of financial year results and the budget as adopted by Council for 2015/16.

It was agreed that employee costs (for the Dinner Plain Co ordinator role) were split across Dinner Plain budget cost centres, being the Special Rate and Municipal Services. The larger proportion of employee costs being costed to the Special Rate as the primary focus of the role is marketing and events.

DPAC expressed concern at the lack of transparency of the Dinner Plain budget. Heather advised that there had been internal discussion and an audit would be undertaken. covered by this charge (ACTION ITEM).

Heather advised that a set of principles would be developed and circulated to DPAC for comment to form a brief for auditors appointed.

A discussion was had around the payout of the loan for the construction of the community centre. Heather advised that the loan had already been paid out as a by product of the councils decision to pay out all Alpine Shire loans and be debt free across the Shire region.

Dave provided an insight into the possibilities for the further development of the community centre building and that the likely source of any loan funds would be from the Council. To enable any further development of the building the Bright P12 College would ideally commit to an increased rental for an increase in classrooms. The council is pursuing the redevelopment of the community centre as a master plan project and will continue discussions with Bright P12 College.

An inventory of Shire owned items currently existing at the community centre needs to be produced (ACTION ITEM).

DPAC recommendation: that a special meeting be convened on Tuesday 1st September to discuss the Dinner Plain budget in more detail.

5.2 Snow blower replacement

Elaine outlined the background behind the snow blower replacement. Leona asked whether leasing a replacement snow blower was a viable alternative to purchasing. Dave suggested that the council prefers to purchase rather than accept ongoing lease charges where ever possible. Elaine advised that the replacement of the snow blower is no longer critical.

DPAC recommendation: that the budgeted amount for the snow blower purchase be deleted from the budget and that an allowance be made for repairs and maintenance of the existing blower instead. Elaine explained that the snow blower could not be deleted from the budget but at the end of quarter one (end of September) financial reporting, the amount could be removed and a forecast for maintenance inserted.

5.3 Dinner Plain marketing direction

DPAC expressed concern at the state of the current website. As part of the marketing strategy Grant has suggested that an adaptive website needs to be produced for Dinner Plain as a stand alone site. Elaine and Grant will meet with Dean (TNE) to discuss whether the Regional Tourism Platform is suitable (ACTION ITEM). Belinda advised that Hotham are waiting to see how the platform performs at other destinations (Falls Creek) before buying in to the program.

DPAC recommendation: Elaine and Grant meet with TNE to resolve Dinner Plain sitting on the RDP and as a result of that discussion move forward with either (1) getting the RDP site active or (2) proceed with the production of a stand alone website.

5.4 Winter trail usage policy presentation

A policy for Winter usage of the Dinner Plain trails was presented by Grant. David suggested that Apian Way is an ideal location for beginner cross country skiers which conflicts with its use by dog sleds and snow mobiles. Shelley suggested that Pig Tail may not be appropriate as a cross country trail any longer given the amount of toboggan traffic in that area. Lee suggested that the village needs to move with the times and more trails be available to new snowsports such as snow mobiles. Heather suggested that following a broader community consultation process that the policy will be standardised according to the local government act.

The provision of improved snow play facilities needs to be discussed at the next DPAC meeting (ACTION ITEM).

5.5 Television hardware replacement

An alternative hardware solution for the village television service was presented by Grant.

DPAC recommendation: that an alternative hardware solution be installed (within allocated budget) prior to Easter (ACTION ITEM).

5.6 Online campaign report

An online campaign report was provided by Grant which showed 5242 people engaged with the Dinner Plain Snow Escape campaign with a 22% conversion rate. The prize for the campaign was donated by Dinner Plain Accommodation.

6. Other business

6.1 Event funding panel report

It was suggested that the discussion of the event funding report be held over until the further DPAC meeting on 1st September.

6.2 The Alpine Oval @ Dinner Plain concept presentation

Doug McDougall from the Dinner Plain Chamber of Commerce presented a proposal for the establishment of a sporting oval incorporating a neighbourhood safe place.

DPAC recommendation: that Council provides funds and appoints a consultant party to undertake a pre-feasibility study. The report to be provided to DPAC at the November meeting. (ACTION ITEM).

6.3 Masterplan action plan

A discussion was had around the priorities of the project contained in the Dinner Plain Masterplan. A ranking of the priorities be provided to DPAC from the consultative process (ending in September) (ACTION ITEM).

6.4 Alternative energy concept presentation

Karl Gray provided an initial presentation on an alternative power consumption concept he is working on with Bendigo Bank.

The electricity consumption figures for Shire buildings based at Dinner Plain be provided to Karl to enable further project evaluations and concept development (ACTION ITEM).

6.5 Picnic tables at playground discussion

Gary suggested that the establishment of some picnic tables closer to the playground equipment would aid families that are utilising the facility. It was agreed that some tables from the ski area (outside Scrubbers Hut) be relocated to the playground area (ACTION ITEM).

7. Next meeting

Special Meeting – 1 September to discuss:

- Marketing Strategy 2015/2016
- Event Funding 2015/2016
- Dinner Plain financials
- Audit principles
- Review of Dinner Plain rate charges for the budget 2016/2017

The next ordinary meeting will be on Thursday 26th November at the Dinner Plain Community Centre from 11am - 2pm.

8. Close

The meeting closed at 2:30pm