

Village Heart Marketing Fund Committee Meeting Minutes

Date: 19 March 2019 at 9am – 10:30am
Venue: **Cotto Prospect**
Chair: Chris Hannaford
Present: Lisa Stewart, Palace Nova Prospect Cinemas; Bel Symons, Palace Nova; Sara Della Verde, Maras Group; Andrew Taylor, Café Komodo; Collin Tilley, EKTO Living; Emma Grivell, City of Prospect

1.	<p>Discussion - Previous meeting minutes Committee attendees were updated on the previous meeting outcomes.</p>
2.	<p>Village Heart Marketing Fund Information Report 2018/2019 City of Prospect staff will write and submit the Village Heart Marketing Fund Information Report 2018/2019 to Council in May 2019. This will assist the budget consultation process for both Council and the committee.</p>
3.	<p>Village Heart Marketing Fund Evaluation Report 2018/2019 City of Prospect staff will write and submit the Village Heart Marketing Fund Evaluation Report 2018/2019 to Council in July 2019. This will provide Council and the committee with updated information regarding the success of the destination marketing campaign.</p>
4.	<p>Digital Marketing – Video Campaign 2019 Channel 44 have completed the videography for the upcoming video campaign. Please see attached the completed call sheets.</p>
5.	<p>Social Media Plan 2018/2019 Promotional budget will be allocated to the promotion of the completed videos on social media. A great suggestion in this meeting was for a competition could be created to encourage sharing of the videos to increase the video reach.</p>
6.	<p>What's On: Prospect Road Events and Opportunities</p> <p>Family Day at Palace Nova To celebrate the release of Disney's DUMBO Palace Nova Prospect is having a circus themed family screening on Sunday 31 March. From 2pm there will be a FREE circus workshop for kids, plus roaming performers to delight and entertain you before a 3:15pm film screening. This event will be pitched towards families with children under 15, so if there are any family/child orientated businesses who would love to get on board to submit prizes for a door giveaway or set up a stall for that hour during the activation, Palace Nova would love to hear from you.</p> <p>Ladies Lounge Palace Nova are interested in collaborating with City of Prospect businesses (especially those within the Village Heart) in their ongoing 'Ladies Lounge' events. These occur on the back of the Ladies in Black event in September. Ticket sales have been very successful. Upcoming Ladies Lounge Opportunities:</p>

	<p>Friday 12 April - LITTLE - 6pm Reception, 6.30pm Film Screening - Comedy/Uplifting - All ages</p> <p>Friday 26 April - GLORIA BELL - 6pm Reception, 6.30pm Film Screening - Romantic Comedy/+45 year old crowd - Older/senior</p> <p>Friday 5 May - LONG SHOT - 6pm Reception, 6.30pm Film Screening - Drama/Comedy - younger/professional</p> <p>Friday 10 May - THE HUSTLE - 6pm Reception, 6.30pm Film Screening – Comedy - all ages</p> <p>Network Prospect Film Night</p> <p>Palace Nova and Val Morgan (Cineads) will be inviting businesses in City of Prospect to a Network Prospect Film Night on 2 May. More information to come.</p>
7.	<p>Business Promotion</p> <p>Network Prospect will be sending out a request for updated business photos and images.</p>
8.	<p>Any other business?</p> <p>What are businesses doing for the following dates:</p> <ul style="list-style-type: none"> • Easter • Mother’s Day <p>Businesses who are running promotions, doing special products, hosting events, or interested in running giveaways are encouraged to contact Emma for promotion.</p>
9.	<p>Next Steps</p> <ul style="list-style-type: none"> • Channel 44 Presentation at April meeting • Edits will be suggested in this meeting only • Emma to survey businesses about how they would like to receive information about this initiative and preferred meeting times
10.	<p>Close and next meeting:</p> <p>Tuesday 9 April</p> <p>9am-10:30am</p>

LOCATIONS			
NUMBER	LOCATION	ADDRESS	Contact Person
1	Mekko Market	89 Prospect Road	Irene & Marjukka
2	Café Komodo	118 Prospect Road	Stefania & Andrew
3	EKTO Living	114A Prospect Road	Jilly
4	Blossom Box	(If there is time) 112 Prospect Road	Trinh
5	Lula Blu	97 Prospect Road	Leah
6	Rosemont Hall	106 Prospect Road	Aaron & Tamara
7	Mezi Mazi	86B Prospect Road	Andrew

SCHEDULE			
TIME		DURATION	NOTES
08:50	Brad, Bec, Kristen, Zoe, Ava and Amy meet outside of Mekko Market		
9:00	Film Mekko Market shots	1.5 hours	
10:30	Amy to leave, Zoe, Ava and crew pack up and go to Café Komodo. Zoe and Ava to change outfits, short break if needed.		
11:00	Film Café Komodo Shots with Ava and Zoe	1.5 hours	
12:30	Lunch break	45 minutes	
1:15	Go to EKTO		
1:30	Film EKTO shots with Zoe, if there is time also go to Blossom Box and film artwork between the businesses	1 hour	
2:30	Zoe to leave. Ava and crew to go to Lula Blu		
2:45	Film Lula Blu shots with Ava	1 hour	
3:45	Go to Rosemont Hall (Mr Chans/Sunny's), Ava to change outfits		
4:00	Meet Henry at Rosemont Hall, film Rosemont Hall shots with Ava and Henry	1.5 hours	
5:30	Go to Mezi Mazi, Henry and Ava to change outfits		
6:00	Hugh to meet us at Mezi Mazi, Film Mezi Mazi shots with Henry, Hugh, Ava and one more female TBD	1.5 hours	
7:20	If there is time/light, grab a shot of Ava/Henry looking into Retrovintque next door		
7:30	Wrap up		

LOCATIONS			
NUMBER	LOCATION	ADDRESS	Contact Person
1	Parthenon Emporium	110 Prospect Road	Maria
2	Cotto	112 Prospect Road	Bec (Onsite), Leanne (Marketing)
3	Millars Marvelous/Wild Fusion	124A Prospect Road	Sandra
4	Palace Nova	98 Prospect Road	Simon (Onsite), Lisa (Marketing)
5	Anchovy Bandit	96 Prospect Road	Alex
6	50SixOne	98 Prospect Road	Chelsea
7	Al Minas	140 Prospect	Basema

SCHEDULE			
TIME		DURATION	NOTES
10:30	Crew and Anna & Chiara to meet at Parthenon Emporium, film shots	1 hour	
11:30	Crew and Anna & Chiara move to Cotto, film shots	1 hour	
12:45	Lauren & Jude to meet us at Millars Marvelous/Wild Fusion	1 hour	
2:00	Crew Lunch Break	1 hour	
3:00	Emma & Simon and crew to meet at Palace Nova, film shots	1.5 hours	
4:30	Emma & Simon and crew move to Anchovy Bandit, film shots	1.5 hours	
6:15	Natalie & Matt meet crew at 50SixOne, film shots	1.5 hours	
-	Natalie & Matt and crew move to Al Minas, film shots (if there is time)		
7:45	Natalia & Matt and crew pick up a few night time shots around Prospect Road.	30 mins	
8:15	Wrap		