



FERGUSON VALLEY MARKETING INC

MINUTES  
ANNUAL GENERAL MEETING  
6.00pm, Wednesday, 18 September 2019  
St Aidan Wines, Ferguson Road, Ferguson Valley

1. WELCOME:

Attendees:

Bakkheia Wines	Michael Edwards
Board member	Graeme Mitchell
Bunbury Bus Hire	Cathryn Sialis
Bush Shack Brewery	Danial Wind
Crooked Brook Forrest Community Group	Peter Robinson
Cycletrek of Kambarang	Barrie and Sherrey Thomas
Eckersley Photographics	Tessa Eckersley and Dave Prosser
Ferguson Falls Wines Café	Peter Giumelli
Ferguson Hart Estate Wines	Jan Hart
Treasurer	Gemma Denton
Harvey Cheese	Robert & Penny St Duke
Hinterland Escapes	Sherryl McDonald
Peppermint Lane Lodge	Kim and Simon Wesley
Seasons of Life	Brad
South West Tourist Services	Brian Rettinger
St Aidan Wines	Phil and Mary Smith
Talisman Wines	Kim and Anita Robinson

Attendance via proxy:

Bunbury Bus Hire	Brad Pilati	Proxy	Cathryn Sialis
Ferguson Farmstay	Rosa Madigan	Proxy	Phil Smith
Henty Lodge	Michelle	Proxy	Phil Smith
Lyndendale Gallery	Denise Gillies	Proxy	Phil Smith
Wellington Forest Cottages & Conf Centre	Wendy Perdon	Proxy	Phil Smith
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Apologies :

Evedon Park Bush Retreat	Chris and Tony Jenour
Hackersley Estate Wines	Aaron Davitt
Dardanup Tavern	Anthony Smith
Green Door Wines	Kathryn and Ashley OKeefe
MaD Cycles	Darren Eccleston
Mercure Sanctuary Resort	Rob Miguel
The Hon Colin Holt MLC	The Hon Colin Holt MLC
Wild Bull Brewery	Danny and Jennie Drummond

Phil Smith opened the meeting at 6:20 pm.

## 2. CONFIRMATION OF MINUTES OF PREVIOUS ANNUAL GENERAL MEETING

**RESOLUTION:** *That the minutes of the Annual General Meeting of Ferguson Valley Marketing & Promotions Inc held on 12 September 2018, be confirmed as true and correct.*

**Accepted:** Kim Wesley

**Seconded:** St Duke

## 3. MATTERS ARISING FROM THE MINUTES

Nil matters identified.

## 4. CHAIRPERSON'S ANNUAL REPORT

See Appendix 1.

**Events -** Tessa Eckersley provided an overview of Ferguson Found and its purpose was to reach out to people that do not know where the Ferguson Valley is.

Businesses are encouraged to run events during the month of October 2019. Ferguson Found is the catch all for the month of October. The Wedding Expo will be on the 20 October 2019 with Ferguson Found being utilised to promote the expo.

Brian Rettinger identified that we own the name "Ferguson Found". Phil Smith advised that FVM has limited resources so it is for the business to run the events

South West Philharmonic, Phil Smith explain how the event had worked and the fact that the last event was oversubscribed. It was highlighted that that venues are restricted to limited numbers. Consequently, next year the event will be a ticketed even with a nominal charge. Some venues will have food as part of the ticketing.

**Marketing -** Jan Hart identified that there was no music on the website intro video clip and that music would finish it off. Tessa Eckersley advised that the statistic in relation to SEO and people leaving a site is much greater when music is attached, hence why there has been no music attached at this stage.

Tessa Eckersley will provide a short presentation on completion of the meeting showing all marketing initiatives currently in place. See Appendix 2.

**Visitor Servicing-** Kim Wesley provided an overview and noted the following:

- It was hard to get volunteers.
- The Visitor Centre is open 7 days a week.
- The Board is working on getting a new Co-ordinator.
- Lots of great stock.
- Merchandise is local.
- The Visitor Centre is looking good.

Brian Rettinger encouraged members to purchase the Gnomesville book with a portion of the profits of the books sold by FVM going to charity.

**Members Servicing** - Brian Rettinger provided an overview and noted the following:

New Ferguson Valley Touring and Attractions Map with a cleaner look, easier to use and consistent with the website.  
Will look at getting feedback in November in relation to the website.  
Member Survey – some of the questions will focus on the website.  
We have reached out to Eaton for our membership.  
Events brochure is delivered to over 60 locations.  
He was always available to discuss member services matters/issues.

**RESOLUTION:** *That the Chairperson's report be accepted.*

**ACCEPTED:** Gemma Denton

**SECONDED:** Peter Robinson

## 5. TREASURER'S ANNUAL REPORT

See Appendix 3.

Phil Smith acknowledged Gemma's skills in redefining how FVM approaches various finance aspects such as the inclusion of Xero etc. He formally thanked Gemma Denton's efforts as Treasurer.

**RESOLUTION:** *That the Treasurer's Report be accepted.*

**ACCEPTED:** Phil Smith

**SECONDED:** Kim Wesley

## 6. ELECTION OF CHAIRPERSON

Peter Robinson officiated the one nomination for Chairperson which was received from **Phil Smith**, nominating Phil Smith to be elected as Chairperson.

**RESOLUTION:** That **Phil Smith** be elected Chairperson for a tenure of **2** years (EXP - **October 2021**).

**MOVED:** Brian Rettinger

**SECONDED:** Kim Wesley/**UNANIMOUS**

## 7. ELECTION OF DEPUTY CHAIRPERSON

One nomination for Deputy Chairperson was received from **Wendy Perdon**, nominating Wendy Perdon to be elected as Deputy Chairperson.

**RESOLUTION:** That **Wendy Perdon** be elected Chairperson for a tenure of **1** years (EXP - **October 2020**).

**MOVED:** Phil Smith

**SECONDED:** Peter Robinson/**UNANIMOUS**

## 8. ELECTION OF TREASURER

One nomination for Treasurer was received from **Michelle Brace**, nominating Michelle Brace to be elected as Treasurer.

**RESOLUTION:** That **Michelle Brace** be elected Treasurer for a tenure of **2** years (EXP - **October 2021**).

## 9. ELECTION OF SECRETARY

As Wendy Perdon was now formally the Deputy Chairperson the meeting was open to nominations for Secretary. No nominations came from attendees and as such **Wendy Perdon**, would retain the position of Secretary for a tenure of **1** years (EXP - **October 2020**).

**RESOLUTION:** That **Wendy Perdon** be elected Secretary for a tenure of **1** years (EXP - **October 2020**).

**MOVED:** *Phil Smith*

**SECONDED:** *Tessa Eckersley*

**10. ELECTION OF BOARD MEMBERS**

Two nominations have been received from **Brian Rettinger and Graeme Mitchell** for a position as a Board Members.

**RESOLUTION:** That **Brian Rettinger and Graeme Mitchell** be elected Board Members for a tenure of **1** year (EXP - **October 2020**).

**MOVED:** *Phil Smith*

**SECONDED:** *Sherryl McDonald*

One nomination was received from Peter Giumelli for a position as a Board Member.

**RESOLUTION:** That **Peter Giumelli** be elected Board Members for a tenure of **1** year (EXP - **October 2020**).

**MOVED:** *Phil Smith*

**SECONDED:** *Brian Rettinger*

**11. GENERAL BUSINESS**

Nil

**12. OTHER BUSINESS**

Peter Robinson queried as to whether we knew why some 2018/19 members declined to renew their membership. Brian Rettinger advised that in general they indicated that they did not get return on their money. Brian Rettinger reiterated that FVM was visitor centric and that we were all part of a team.

**13. NEXT MEETING**

2020 Annual General Meeting – date, time and venue to be advised.

The meeting closed at 7:22pm.

**Appendices:**

1. Chairman's Report
2. Ferguson Found Presentation
3. Treasurer's Report (including Financial Statement)