

# FERGUSON VALLEY

FERGUSON VALLEY MARKETING INC

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**MINUTES**  
**ANNUAL GENERAL MEETING**  
**6.00pm, Wednesday, 25 August 2021**  
**St Aidan Wines, Ferguson Road, Ferguson Valley**

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**1. WELCOME:**

**Attendees:**

|  |                                       |
|--|---------------------------------------|
| Bush Shack Brewery                                 | Danial and Coralie Wind               |
| Eckersley Photographics                            | Tessa Eckersley and Dave Prosser      |
| Coughlan Estate                                    | Preeti Nirgude                        |
| Ferguson Falls Wines                               | Peter Giumelli                        |
| Green Door Wines                                   | Kathryn Keefe                         |
| Henty Lodge  | Michel and John Brace                 |
| Hinterland Escapes                                 | Sherryl McDonald and Stuart Brandreth |
| Kirribilli Retreat                                 | Karen Lambeck (Via Zoom)              |
| Peppermint Lane Lodge                              | Kim and Simon Wesley                  |
| Seasons of Life                                    | Jane Field and Brad Read              |
| South West Tourist Services                        | Brian Rettinger                       |
| St Aidan Wines                                     | Phil and Mary Smith                   |
| Treasurer  | Graeme Mitchell - Proxy – Phil Smith  |
| Wellington Forest Cottages and Conference Centre – | Wendy Perdon and Ben Vreiling         |

**Apologies:**

|                             |                          |
|-----------------------------|--------------------------|
| Bunbury Bus Hire            | Brad Pilati              |
| Cycletrek of Kambarang      | Barrie and Sherry Thomas |
| Kiosk at the Dam            | Dianne Grenville         |
| TraaVerse                   | Simon Fraser             |
| Treasurer                   | Graeme Mitchell          |
| Harvey Cheese               | Robert St Duke           |
| Skating Goose Farm          | Tania McMurtie           |
| Visitor Centre Co-ordinator | Gae Bessen               |
| Anne Mazza                  | Mazza Wines              |

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 7 October 2020, be confirmed as true and correct.*

**Accepted: Brian Rettinger**

**Seconded: Peter Giumelli**

### 3. MATTERS ARISING FROM THE MINUTES

**Relocation of Fergus the Bull** - Phil Smith advised that his has been in discussion with Andre Schonfeldt (CEO – Dardanup Shire) and advised that there are three advertising panels and one of those panels is owned by the Lord Forest. The two panels have now been reskinned with a new Ferguson Valley map and images.

At a later date the Shire of Dardanup will be looking at potentially moving Fergus the Bull to a layby on Waterloo Road.

### 4. CHAIRPERSON'S ANNUAL REPORT

See Appendix 1

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

**ACCEPTED:** Kath Keefe

**SECONDED:** Ben Vreiling

### 5. TREASURER'S ANNUAL REPORT

See Appendix 2. In the absence of the Treasure, Phil Smith went over Appendix 2.

Brian Rettinger identified the need to capitalise on FV merchandise. This merchandise could also be sold at difference Visitor Centres and business throughout the valley.

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

**ACCEPTED:** Jane Field

**SECONDED:** Danial Wind

### 6. VISITOR CENTRE CO-ORDINATOR'S ANNUAL REPORT

See Appendix 3.

**RESOLUTION:** *That the Centre Co-ordinator's Report be accepted.*

**ACCEPTED:** Kim Wesley

**SECONDED:** Kath Keefe

### 7. OPPORTUNITIES FOR VISITOR ECONOMY

See Appendix 4.

Wendy Perdon went over Appendix 4 with all in attendance.

Wendy Perdon highlighted the need for the Shire of Dardanup to be championing new business and cutting red tape including rezoning when required. There was also a need to work with Australia's South West and the Shire of Dardanup and actively go out and look for businesses.





Wendy Perdon indicated that she was under the impression that this had already been announced. Brian Rettinger asked that the Board write to the Tourism Council of WA. Danial Wind suggested that as a Board we need to first go to our members.

Wendy Perdon suggested that there were two issues being discussed – one is a health decision which, as a tourism organisation, we have no expertise and therefore will defer to the advice of the health professionals, the second point is the issue of Tourism Council WA making recommendations on behalf of its members without consultation

This is to be an action item for the next FVM Board meeting.

**Action: FVM Board**

Kath Keeffe raised the issue of graffiti sand if there is anything that can be done. Tessa Eckersley advised that the Shire of Dardanup has a timeframe in which to clean it so that it does not become a hotspot.

Wendy Perdon also noted that following discussion with the Shire of Dardanup that we appear to be aligned in direction. Phil Smith was thanked for opening up St Aidan Wines a venue for the AGM.

## **15. NEXT MEETING**

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

The meeting closed at 7:30pm.

### **Appendices:**

1. Chairman's Report
2. Visitor Centre Co-ordinator Report
3. Financial Statement – AGM
4. Opportunities for Visitor Economy
5. Google Analytics Snapshot – Then and Now