

**1. Attendance and Apologies**

Cr David Wright (Chair)  
Cr Ben Smith  
Cr Keith Johnson  
Cr Phillip Silver, Mayor  
Geoff Limbert – Alstonville Ratepayers Association  
Sandra Denison – Alstonville Wollongbar Chamber of Commerce  
Barry Jeffress - Alstonville RSL/Tuckombil Landcare  
Lois Wright - Village Green Movement (attending instead of Bob Cooper)  
Les Wiles - Alstonville Lions Club  
Mal Johnson - Ballina Environment Society  
Elva Fitzell - Alstonville Rotary Club  
Eoin Johnston - Rous Mill Ratepayers  
Allan Hart, Rotary Club of Ballina on Richmond  
Pat Carney - Wardell Progress Association  
Alison Draper – Alstonville Plateau Historical Society

**Staff in Attendance**

Jillian Pratten

**Apologies**

Sheila Aveling - Tintenbar School of Arts  
Brian Hill - Alstonville RSL  
Richard Lutze - Combined Services Club  
Jane Gardiner - Alstonville Plateau Historical Society

**Others in attendance**

Justine Lucas, Daniel Lucas

**2. Declarations of Interest**

Nil

**3. Confirmation of Minutes – 10 November 2011**

The minutes of the previous meeting held on 10 November 2011 were accepted as a true and correct record.

**4. Business arising from Minutes – 10 November 2011**

(a) Alstonville Community Preschool Update

Information noted.

(b) Disabled Parking

Cr David Wright thanked John Truman for visiting Alstonville to discuss the disabled parking issue.

Information noted

**5. Alstonville Main Street Upgrade - Update**

Cr David Wright advised that the Essential Energy Poles to be removed this week. This would then enable paving in the Main Street to be finished.

Cr David Wright advised that pavers used in the Main Street upgrade meet and exceed slip safety requirements.

Concerns were expressed regarding businesses who hose off their premises and the material washed off makes the pavers slippery.

Request made to improve cleaning of picnic tables and bin tops and these need daily cleaning. Jillian Pratten to check on current cleaning service level.

**6. Elizabeth Ann Brown Park Masterplan**

The revised and amended Elizabeth Ann Brown Park Masterplan was noted.

The meeting was advised that funding had been received to install three solar lights in the park to improve security.

Mural is being considered for the Essential Energy box.

**7. Installation of Local Information Boards/Shelters**

Pat Carney asked why Wardell did not get a Local Information Board.

The meeting was advised that the boards being installed were to replace existing information boards and Wardell did not have a board.

Pat Carney advised that Wardell needed an information board and requested one be installed.

The proposed location for the Information Board in Freeborne Park was discussed and the meeting agreed to endorse the location.

**9. Council Documents on Exhibition**

The Committee noted the list of documents recently exhibited by Council.

**10. Items raised by members of the Committee**

Alstonville Farmers Market Proposal

Justine Lucas made a presentation to the meeting and the presentation is attached to the minutes.

The meeting was advised that at present there was no Development Application or formal process in place for the market and so the meeting noted the information received in the presentation.

Acknowledgement Sign

The meeting was advised that the sign acknowledging Service Clubs who made a contribution to the cost of installing the BBQ in Elizabeth Ann Brown Park was in place.

Main Street Plants

Meeting was advised that dead plants in the Main Street Upgrade plantings would be replaced as required and in particular the plants missing from the roadside planting adjacent to the round-about that were removed as a result of works carried out by Essential Energy.

Graffiti

The recent graffiti incident in Alstonville was discussed and Cr David Wright advised that four or five young offenders have been identified and the information passed onto the Police.

The committee voiced their disappointment at the level of damage done and the cost of the damage.

The meeting agreed to invite the local Alstonville Police to attend the next C Ward meeting.

Gap Road Vandalism

The meeting was advised that the Alstonville Croquet Club had experienced a break in recently and it was suggested that lighting of the area may be helpful.

Jillian Pratten advised that the Hockey Club amenity block had been broken in to and the damage repaired. Council was not aware of a break in to the Croquet shed nor has consideration been given to lighting the area.

Community Survey

Les Wiles suggested that a funding submission should be put into the next budget for a community survey for Alstonville/Wollongbar area.

The meeting was advised that Ballina Council had previously carried out a Community Aspirations survey and may carry out another such survey in the future. It was suggested that Chamber of Commerce or interested parties prepare a list of questions and also establish what information that would like to be gained from such a survey and forward this to Council for consideration for inclusion in the next Community Aspirations survey.

Wardell

Pat Carney asked if the fence around Wardell tennis club was to be replaced. Jillian Pratten advised that there was currently no funding allocated to this work. With the removal of the old play equipment Pat was asked if a fence was still required. Pat advised probably not and perhaps the fence should be removed rather than replaced.

Rous Mill Rate Payers Association

Eoin Johnston asked where the wooden benches that were made by students were. Were they to be re-installed and relocated?

Eoin passed on thanks from the Rous Mill Rate Payers Association as all six requests had been attended to.

**12. Next Meeting**

The next meeting is scheduled to be held on Thursday, 10 May 2012 at 7.30 pm

**MEETING CLOSURE**

8.35 pm

A Farmers Market is a marketplace that provides fresh and value-added food products from a central focal location within a community.

Some of the benefits include:

- access to produce in the region
- supporting local agricultural industry
- promoting regional produce
- encouraging networks in the food industry
- farmers get a chance to develop and value-add to their produce
- recycling and the use of non-plastic packaging is encouraged
- the impact of transportation is reduced

#### WHY ALSTONVILLE

46% of markets are in rural towns as a market is often more successful when there limited local choice. Most customers are locals and the majority are between 30 and 50 years of age. According to the Australian Bureau of Statistics Alstonville has 54% of its population over 40 years of age which means that more than half of our community is in the target market.

Since the bypass there has been a lot of talk about how we draw people into town and a regular event such as this can not only provide support for local industry, a venue for community activities but also be an attraction for tourists and visitors to the area.

Most markets are run by a non-profit organisation but a very good percentage is managed independently. To satisfy the requirements of the current Market Policy our proposal involves providing fundraising opportunities for a number of local schools, charities and community groups. Each week a couple of different groups will be able to take part in activities at the market such as A Breakfast BBQ, Raffles, Cake Drives, Jams, Pickles and Chutneys, Arts & Crafts. The charities will not be limited to food focused activities although these will be encouraged.

We have endeavoured to adhere to the current council policy and have approached a number of leading charities for their support. The charitable fundraising act requires more than 50% of any revenue be retained by a charity. The groups we approached have considered the management of a market on a long term basis to not be financially unsustainable.

However, those same charities when offered a chance to get involved without the responsibility of market management have expressed their genuine support. For example the Cancer Council is looking forward to booking events that coincide with their national program such as Australia's Biggest Morning Tea.

By inviting a lot of different schools and groups we will be drawing customers to the market and adding to the sustainability of the event. The income raised by charities will be reported to council which will give them an opportunity to show their support of local community groups. Bunning's uses this model and the fact they are booked out six months in advance is evidence of its success.

#### LOCATION

Many people wonder why we aren't suggesting the showground as a location for the market and this is because in the definition of a farmers market refers to it being in a central focal location. The reason for holding a market as close to the CBD as possible is that there is benefit to the local business community by having the market nearby. There has been research in Victoria that indicates about 85% of customers at a market go on to make purchases in other businesses in town.

Bugden Lane Carpark has many advantages including the proximity to the main street, bitumen paving and enough small and large sites to provide a good choice for stallholders. There are a number of parking options nearby and it has the flexibility of using half of the space initially with room for growth at a later stage. The Carpark provides suitable access for pedestrians, stallholders and emergency service vehicles.

The Carpark is used heavily during the working week by the neighbouring commercial businesses, but on the weekend its use is often minimal. The proposal of a Saturday morning is due to the fact that it is the most advantageous time for farmers, shoppers and community groups.

There are a total of 39 sites available although we estimate that we will begin initially with somewhere between 20 and 25 stalls. According to a federal government in 2005 the average attendance in rural towns is around 865 people per market.

There is considerable support the community and local chamber of commerce and a number of vendors are ready to start trading. We would appreciate any support from the C Ward committee in relation to this exciting event.

Australian Government Rural Industries Research & Development Corporation in 2005, "New Generation" Farmers' Markets in Rural Communities