

Minutes**Luke Smith Mayoral Campaign Executive Meeting**

Date Wednesday 22 April 2015 **Time** 12 noon to 2pm
Place 111 Eagle Street, Brisbane
Chair Jim Soorley
Minute taker Andrea Millberry-Smith

Attendees**Presence**

Luke Smith (LS)	Present
Andrea Millberry-Smith (AJMS)	Present
Geoff Mullins (GM)	Present
Nathan Kucks (NK)	Present
Jim Soorley (JS)	Present
Don Cleary (DC)	Present
Lawrie Dore (LD)	Present
Rhonda Dore (RD)	Present
Grant Dearlove (GD)	Apologies
Andrew Park (AP)	Apologies

Approval of minutes from the last meeting

N/A

Items arising from last minutes

N/A

Agenda item 1 Structure for fundraising

A 'shelf company' needs to be set up to facilitate fundraising activities. Gaddens Lawyers will facilitate the setting up of this company which will be called 'Logan Futures'. NK advised Logan Futures name is available according to the ASIC website however www.loganfutures.com.au is not available.

Address is required for setting up of the company. LD suggested the M1 Business Centre, Loganholme.

The company's primary purpose is to receive campaign donations and pay outgoing invoices for campaign expenses. At the end of the campaign all activities of the account need to be reported back to the Electoral Commission Queensland (ECQ)

The company requires a bank account and one person to manage to accounts via this account. It was determined that Rhonda Dore will take on this role.

Two directors are required for Logan Futures. It was determined that Don Cleary and Rhonda Dore would take on these roles.

Target budget for fundraising activities (at this point in time) is \$500,000.

Task owner	Action item	Meeting date	Date due	Status
Don Cleary	Set up shelf company entitled Logan Futures	22/04/15	20/05/15	
Luke Smith	Provide DC with a list of requirements from ECQ with regard to donations and reporting	22/04/15	07/05/15	
Luke Smith	To provide a list of campaign funders that can be contacted as soon as the shelf company is set up.	22/04/15	20/05/15	
Rhonda Dore	To set up bank account for Logan Futures – after company has been set up.	22/04/15	20/05/15	

Agenda item 2 Campaign launch

JS suggested that consideration be given to an online launch much like Hillary Clinton's Twitter announcement for the US Presidential Election.

GM suggested that there also needed to be an on-the-ground announcement getting metro TV crews down to cover it. Thought needs to be given to location for the announcement and what big announcement can be made on that day.

JS suggested that all campaign tools need to be ready to launch on the same day as the announcement – that is the website needs to be revamped and made mobile friendly; a Luke Smith for Mayor Facebook page needs to be set up.

LS advised he also wanted to do a video message for the announcement that could be uploaded to various social media and the website.

LS advised he'd engaged a photographer – Tuba Productions to get new portrait photos and other photos across Logan to be used in various media. LS also advised he has a meeting with Ron Yapp about engaging his services for social media, brochure development and other printed materials.

Task owner	Action item	Meeting date	Date due	Status
Luke Smith	Finalise location for announcement	22/04/15	05/05/15	
Luke Smith	Get headshots done and compile a list of other photos to be taken	22/04/15	06/05/15	

Task owner	Action item	Meeting date	Date due	Status
Luke Smith	Meet with Ron Yapp about website and other campaign materials	22/04/15	06/05/15	
Andrea Millberry-Smith	Set up Facebook Page – Luke Smith Mayor to be ready in time for campaign launch	22/04/15	20/05/15	

Agenda item 3 Campaign landscape

Discussion about who is potentially running for Mayor and what support LS has in each of the Logan City divisional boundary areas.

JS suggested that there needed to be a number of key people in each area who were LS champions, whether they be sitting Councillors or not. These LS champions would report back to a single person on the executive team about any challenges, issues or otherwise.

LS discussed the various divisional support from each sitting councillor he has at the moment.

With regard to mayoral candidates, LS advised the Brett Raguse has indicated his intention to run for Mayor via the local newspaper (Albert and Logan News). Flagstone resident Tame J Norton has indicated his intention to run for Mayor.

Discussion about preference deals and allocations. JS suggested that preference deals should be looked at toward the end of the campaign. JS suggested getting information from ECQ about the distribution of preference at the last state government election to see if preferential voting is something that Logan voters partake in or if they just vote 1.

Task owner	Action item	Meeting date	Date due	Status
Rhonda Dore	Obtain information from the ECQ about distribution of preferences in Logan at the last state government election	22/04/15	20/05/15	

Agenda item 4 Campaign Support – financial/in kind/other

Discussion about potential donors to the campaign.

LS advised he had been networking strongly in the Asian community and had support from successful businessman in this area.

Other donors discussed included:

Mr Wen – to host a private function with donations going to the campaign

Jetta Gardens – willing to host functions with proceeds going to the campaign

Mr Tan (Jetta Gardens) - to host a private function with donations going to the campaign

Teys Brothers – LS indicated support from Teys

BMW Motorline – potential financial donation or in kind support

JJ Richards – potential financial donation

QIC/Costco – potential financial donation or in kind support

Yellow Cabs - potential financial donation or in kind support

Clayton Utz/Corrs Chambers - potential financial donation or in kind support

Goa - potential financial donation or in kind support

V Resources - potential financial donation or in kind support

Gaddens Law – in kind support/use of boardroom for private functions.

Chambers of Commerce (various) - potential financial donation or in kind support

JS advised he was willing to start calling donors and asking them for donations as soon as the bank account and Logan Futures is set up. JS asked about big suppliers to Logan City Council. LS hesitant to ask these companies for funding for fear of conflict. JS advised LS didn't need to contact, that third parties would be contacting the companies. LS to compile a list of potential donors and suppliers to Logan City Council for JS.

Discussion about multicultural community – JS asked about a list of leaders in each of the communities to start working with.

Discussion about office space – JS asked about potential office spaces/shop fronts where a bank of phones could potentially be set up to do phone surveys/cold calling.

Administrative support – LS advised he had potential assistance from Vicki Yu, following a meeting with Cr Steven Huang. Meeting to be held with Ms Yu in late April.

Discussion about roundtable sessions with various groups – LS indicated a desire to have small round table discussion with each of the various groups in the community – ie market farmers; sporting groups; small business.

Task owner	Action item	Meeting date	Date due	Status
Luke Smith	Compile a list of potential donors to the campaign (as per action item 1) and list of suppliers to Logan City Council.	22/04/15	20/05/15	
Jim Soorley	To contact donors on list to start collecting donations	22/04/15		

Agenda item 5 Key messaging

LS advised he had spent some time with Rowland to develop some key messaging. A copy of the outcomes was distributed to members present. Brief discussion about the messaging, each member to review the documents and provide feedback.

Potential issues – NK asked about any potential issues (skeletons) that might arise during the campaign and suggested that LS work with GM to ensure messaging was ready should any of these issues arise during the campaign.

LS disclosed his previous marriage and CSA requirements (in light of the current state government issue); past issues with the group against the Loganholme Neighbourhood Plan; issues with photocopying and potential issues with the current development of the Alma Park Zoo site.

Polling – JS suggested that some polling/focus groups would be beneficial. Two companies have been used in the past UCMR and Texta. JS has experience with UCMR and NK with Texta. Possibility of both companies providing some in kind support with initial focus groups with paid work to follow with polling.

Task owner	Action item	Meeting date	Date due	Status
All	Review the Rowland key messaging and provide feedback	22/04/15	20/05/15	
Luke Smith	Compile a list of potential campaign issues for GM to work with.	22/04/15	06/05/15	
Jim Soorley	Contact UCMR to discuss running focus groups	22/04/15	20/05/15	
Nathan Kucks	Contact Texta to discuss running focus groups	22/04/15	20/05/15	

Other issues raised

Task owner	Action item	Meeting date	Date due	Status
Andrea Millberry-Smith	List of contact details to be sent to all members and a group email address be set up.	22/04/15	20/05/15	

Date of next meeting

The next meeting will take place on Wednesday 20 May 2015 at 12 noon at 111 Eagle Street, Brisbane.

Name

- Luke Smith
- Andrea Millberry-Smith
- Lawrie Dore
- Rhonda Dore
- Geoff Mullins
- Don Cleary
- Jim Soorley
- Nathan Kucks
- Andrew Park
- Grant Dearlove

Phone



Email

