

Minutes

Luke Smith Mayoral Campaign Executive Meeting

Date 20 May 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
Rhonda Dore (RD)	Present
Grant Dearlove (GD)	Apologies
Andrew Park (AP)	Apologies
Don Cleary (DC)	Apologies
Laurie Dore (LD)	Apologies
Ron Yap (RY)	Present
Vicky Yu (VY)	Present
Terry Yue (TY)	Present

Task owner	Action item	Meeting date	Date due	Status
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Approval of minutes from the last meeting

Minutes of the last meeting held on 22 April 2015 were agreed as a true and accurate record of the meeting.

Items arising from last minutes

Andrew Park advised with regard to polling/focus groups, he had used a company called JWS Research in the past and could make contact with them if required.

Don Cleary advised the company Logan Futures had been set up and that he had met with the electoral commission to go through to legalities of it all. Don provided a copy of the rules and regulations to LS via email. Rhonda and Grant to sign the company directors forms.

Rhonda advised as soon as company was set up, bank account would also be set up.

Outstanding tasks from meeting of 22 April 2015

Department of Transport and Main Roads

CCC EXHIBIT

Luke Smith Mayoral Campaign Executive Committee - Minutes

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	10/06/15	
Rhonda Dore	To set up bank account for Logan Futures – after company has been set up.	22/04/15	10/06/15	
Luke Smith	Finalise location for announcement	22/04/15	10/06/15	
Rhonda Dore/Nathan Kucks	Obtain information from the ECQ about distribution of preferences in Logan at the last state government election	22/04/15	10/06/15	
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	10/06/15	
Jim Soorley	To contact donors on list to start collecting donations	22/04/15		
Jim Soorley	Contact UCMR to discuss running focus groups	22/04/15	10/06/15	
Nathan Kucks	Contact Texta to discuss running focus groups	22/04/15	10/06/15	

Agenda item 1 Introduction of new members

LS introduced new members/invitees to the meeting:

Vicky Yu – joining the campaign to oversee fundraising events.

Terry Yue – Terry and his father have investments in Logan City and will be making a financial contribution to the campaign.

Brad Watson – Brad is a Logan resident and member of Young Labor at QUT. Brad will be advising the campaign with regard to the 18-25 year old age demographic.

Agenda item 2 Campaign landscape update

LS gave an update on the current candidates and rumours circulating around Logan:

Brett Raguse continues to verbally confirm his intention to run for Mayor in 2018. Feedback from those he has spoken with is that he had indicated that he has done polling and claims to have 78% in his favour and is actively discouraging LS against running for Mayor.

LS had meeting with Ken Houllison who has confirmed he will be running for Mayor. Ken is a local pastor who ran a drop-in/youth centre in Browns Plains called The Spot. Ken advised LS that his 'political advisors' had suggested preferences LS last as he appeared to be the favourite to win.

TJ Norton is continuing his campaign, mainly through social media. TJ is active in the Flagstone area.

NK suggested Trevor Krull will also contest the mayoralty.

JS advised LS to think about having preference discussions with candidates in 2016.

Agenda item 3 Campaign office space

LS met with Paul Crowther who owns the Westpoint Shopping Centre in Browns Plains (opposite Grand Plaza). Paul has offered some office space to LS within the shopping centre, facing Browns Plains Road, subject to leasing availability.

Tony Pennesi (The Hub Real Estate) is currently investigating office space in Beenleigh, in particular the former scooter shop on the City Road roundabout. LS to continue negotiations with Tony to secure this space ASAP.

Logan Central – office space pending. LS interested in former Blockbuster building on the corner of Wembley and Kingston Roads however owners want too much for the lease. Has been vacant for some time. JS offered to contact real estate to negotiate a month-to-month short term lease.

Jimboomba – pending

Loganholme – office space in one of the buildings fronting the Pacific Motorway (owned by Laurie and Rhonda Dore)

Springwood – LS advised Terry's family were currently negotiating a lease for the former Chin Chins restaurant in Springwood Tower and were looking at the possibility of installing a billboard on Springwood Tower that would be available to LS during the campaign.

TASKS

Luke Smith	Provide details of real estate agent for Blockbuster property to Jim Soorley	20/05/2015	29/05/2015	
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Agenda item 4 Digital marketing – presentation by Ron Yap

Ron gave an overview of this company and the services that it could offer to the campaign.

Detailed discussion about the LS website, what it should look like and what content should be included.

Consensus for the website to look professional and slick so that residents want to engage. Website is the go-to for detailed information about LS. Facebook, Twitter and other social media will drive traffic to the website.

Discussion about platforms for donations – eWay; PayPal etc.

Discussion about making website video friendly.

Discussion about a smartphone app – may be cost prohibitive.

RY advised he would refine the scope of the business proposal and start working on a website concept for next meeting.

TASKS

Ron Yap	Development of website ready for announcement	20/05/2015	10/06/2015	
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Agenda item 5 Campaign announcement

LS advised he had not yet determined a location for an announcement and was leaning more toward an announcement without a physical event – just a media release and photo sent to local media.

JS talked about having a billboard up and having a media conference under the billboard or something like that – a big statement piece.

LS discussed dates for announcement and that it needed to be prior to the budget being handed down on 22 June.

All agreed that official announcement should wait until all marketing materials are set up ready to go live – ie website and social media pages.

AJMS advised the cars would be wrapped prior to announcement and this could be used instead.

AJMS working on media statements for launch.

TASKS

Andrea Millberry-Smith	Provide media statement/s to GM for review	20/05/2015	29/05/2015	
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Agenda item 6 Events and fundraising

LS advised his preference was to have two events per month – one high end with big financial contributors – boardroom lunches etc and the other targeting the larger crowd, smaller contribution.

LS advised there were a number of venues on offer:

Jeta Gardens

Hana Zushi

Windaroo Cottage

Terry's family boat (for smaller high class events)

Gadens boardroom

LS advised these venues were being provided free of charge, campaign team just needed to provide a guest speaker. LS suggested Patrick Noon (Costco CEO) for an initial fundraiser. LS has a meeting with Patrick on 27 May 2015 and will discuss this with him then.

Wickety Wak – LS has a connection with Wickety Wak. One of LS residents is a member of the group and has offered support. LS suggested a fundraiser for the older demographic.

JS also raised the issue of celebrity endorsements – what well-known Logan locals would be willing to give LS an endorsement. RY suggested Dami Im; LS advised Cameron Smith would not get involved in politics. LS to give it more thought.

TASKS

Luke Smith	Luke to compile a list of preferred speakers for events to distribute to the team for follow up.	20/05/2015	10/06/15	
Luke Smith	Luke to compile list of potential locals to provide endorsements	20/05/2015	10/06/15	

Agenda item 7 Brad Watson – young demographic

Brad spoke about challenges of getting 18-25 year olds interested in politics. Advised most simply are not interested in politics.

Needed a drawcard or something that impacts this demographic directly in order to engage with them.

BW raised the skatepark as an example of something the younger demographic would be interested in.

LS discussed job expos or forums. AJMS suggested LS host a jobs information day with Costco after the announcement.

LS/BW discussed technology and social media to engage younger voters – hashtag campaign; giveaways;

AJMS suggested the USB keys with LS details on them. Team agreed, AJMS to provide quote.

BW to discuss various ideas with his Young Labor colleagues.

TASKS

Andrea Millberry-Smith	Provide quote for key USB	20/05/2015	10/06/15	
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Agenda item 8 Campaign key messaging/tag lines

Discussion about Rowland key messaging. GM advised he had reviewed and tightened up some the messaging.

LS raised the issue of tag lines/slogan for the campaign on material such as billboards. LS suggested 'Better things are yet to come'; GM suggested 'Secure the future'.

Consensus to take the issue of tag lines/slogan for the campaign to a focus group and see what comes out of it.

TASKS

10/06/15	10/06/15	10/06/15	10/06/15	10/06/15
Luke Smith/Andrea Millberry-Smith	To provide list of slogan ideas to workshop	20/05/2015		

Other issues raised

Access to electoral rolls – discussion about getting access to the electoral rolls. LS to talk to Mayor re availability of whole-of-city roll.

LS spoke about accessing the multicultural communities. LS to set up meeting with Gail Kerr – CEO Access Inc to talk about translation services and any other services Access can provide. LS suggested inviting Gail to a committee meeting to meet the rest of the team.

Date of next meeting

The next meeting will take place on 10 June 2015 at 12 noon