

**Retailers and Real Estate Cash Mob and Decorate Shops and Empty Shops – meeting- Wednesday 15 February 2017 at 5.15pm**

Dear Business Owner,

The Hinchinbrook Chamber of Commerce Industry & Tourism has been delighted by the community's response to Hinchinbrook Cash Mob, and we are equally as proud to have had both Townsville and Bundaberg introduce Cash Mob events to their respective regions. It appears we are leading the way and becoming 'trend-setters' in the Hinchinbrook!

We have brought four events to the Hinchinbrook thus far, culminating with the Christmas Cash Mob, and we're taking a break in January due to most shoppers being 'tapped out' by the Christmas/New Year period and back-to-school spending. Due to personal circumstances beyond the control of Chamber Secretary, Rachael Coco, we are also unable to host an event in February. It is however, the perfect time to meet with business owners to discuss the execution of events moving forward. We have been inundated with suggestions and ideas from Chamber members, business owners and shoppers alike, and feel it necessary to include our registered retailers and coffee shops/cafes in the decision-making, and ultimately, organisational process for future events.


We would like to invite you to meet at **the Hinchinbrook Community Support Centre – Community Room on Townsville Road on Wednesday, February 15, 2017 at 5:15pm**, to discuss:

- Our original goals and objectives, whether they're being met/achieved, and if they require modification into the future;
- Our existing Cash Mob model, all suggestions and ideas for upcoming events, and the formation of a 'new and improved' model and organisational structure that incorporates a committee and eliminates shortfalls as best possible;
- Existing and potential marketing tools at ours, and your, disposal;
- How business owners can better capitalise on events, whether they're specifically selected as hosts or simply hoping for 'flow-on' or 'spill-over' business; and
- The feedback of shoppers and businesses (who've previously been selected) in a CONSTRUCTIVE and PRODUCTIVE manner.

If you are unable to make it to this meeting, but would like to propose suggestions, offer feedback, or nominate yourself or an employee for the committee that will manage and organise upcoming events, please contact Hinchinbrook Chamber of Commerce by emailing your thoughts to [admin@hinchinbrookchamber.com.au](mailto:admin@hinchinbrookchamber.com.au). Or phone President – Pat Lynch on 0437 911 077.

Also at this meeting we would like to talk about opening pop-up shops and retailer displays, decorating shops for events and also decorating empty shops on a regular basis. Would be good to have Real Estates that manage these empty shops attend this meeting.

Kind Regards

  
Karalee Venturato  
Administration Office

Per: Patrick Lynch  
President