SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 18th JANUARY 2012

Meeting opened: 8.05am

1.1 Members present: Barry Smith, Bill Dowling, Shelley Sutton, Tristen Murray, Gerard Bruinier, John Montagner, Cr Cherie Crawford, Cr Geoff Dobson and Dean Rochfort.

1.2 Members not present:

1.3 In attendance: Geraldine Christou and David Wilson, Greater Shepparton City Council
              Peter Sutherland and Steve Childs – Alchemy Media

2. Apologies: Gerard Michel, Rachael Sherlock and Michael Diffey

3. Minutes of previous meeting:

Moved: Gerard Bruinier   **Seconded:** Cr Cherie Crawford
That the minutes of the Ordinary Committee meeting held on Wednesday 1 December 2011 as circulated be confirmed.
CARRIED

8.10am Peter Sutherland entered the room.

4. Actions – refer Action List

5. Declarations of interest: Nil

7. Correspondence Inwards
Email from Courtney Hamill – welcoming the new Councillor representative Cr Geoff Dobson, replacing previous Councillor representative Cr Milvan Muto.

Email from John Moore requesting a Shepparton Show Me representative to attend a Rotary Lunch on Wednesday 1st February 2012 to present upcoming projects. N/A
Action: David Wilson to follow up and arrange attendees

A letter received from 3630 Committee and distributed to the Shepparton Show Me committee outlining the postponement of the 3630 festival until 2013.
Action: Bill Dowling to write a letter thanking the 3630 committee for their efforts and encouraging a continued positive relationship with Shepparton Show Me.

A letter received from Renee Grant President of the Shepparton Chamber of Commerce & Industry and distributed to committee advising the new direction of Chamber and requesting council assume responsibility to co-ordinate the event.
Geraldine Christou provided a summary of the Summer Bush Market and Barry Smith provided a summary of its budget.
A general consensus was formed that ambassadors be covered in the budget.

Moved: Cr Geoff Dobson   **Seconded: Cr Cherie Crawford**
That the Shepparton Show Me committee support the marketing of the Summer Bush Market on 24/25th February 2012 to the value of $40,000.
CARRIED

 Audit Recommendations
Barry Smith summarised the recommendations of the Internal Audit Committee.
Action: Via recommendation of Cr Geoff Dobson, David Wilson to re-distribute s86
committee requirements to all members of the Shepparton Show Me Committee.

8.45am John Montagner entered the room.

Moved: **Cr Geoff Dobson**   **Seconded: Cr Cherie Crawford** That a sub-committee be formed including Chair (Barry Smith), Secretary (Bill Dowling), Treasurer (Tristen Murray), a Council Officer(Dean Rochfort) and one other (Cr Geoff Dobson) to prepare a SSM Budget and Business Plan in accordance with items 2c &d of the Internal Audit Committee. **CARRIED**

Action: Dean Rochfort to present a timeline to the SSM committee outlining expected dates
of completion for internal audit recommendations.

Moved: **Cr Geoff Dobson**   **Seconded: Cr Cherie Crawford** In accordance with Section 2/ Point e/ of the Internal Audit Committee recommendation to Council, Tristen Murray will assume the position of treasurer of the SSM committee. **CARRIED**

Moved: **Cr Geoff Dobson**   **Seconded: Tristen Murray** In accordance with Section 2/ Point f/ of the Internal Audit Committee recommendation to Council, Bill Dowling will assume the position of secretary of the SSM committee. **CARRIED**

Action: *Bill Dowling to write a letter to Council stating the SSM committee is working towards the deadline presented by the internal audit committee.*

Moved: **Tristen Murray**   **Seconded: Bill Dowling** Letter to be forwarded to Council stating that the SSM committee acknowledges the Audit Committee's recommendations and is commitment to implementing the recommendations outlined. **CARRIED**

6. Presentation

Step Up
Peter Sutherland from Alchemy Media gave an overview of the performance of the Step Up launch.

Action: Once Shepparton Show Me database has been completed, a letter to be sent to all participating levy payers, thanking them for their involvement.

Peter provided a presentation of various Shepparton Show Me branded products including – letter head, tear drop banners, truck tarps, Twilight fishing, mobile stage, web page & summer/winter market logo

Truck Tarps
A consensus was formed by the committee for the truck tarp artwork.

Action: *Alchemy to overlay an image of a white cow on to the grass area of selected lake image*, and *forward to Team Leader Marketing & Promotions (TL M & P) for approval.*

Fishing Event
Peter Sutherland and Steven Trelly gave an overview of the Twilight Fishing Event, promotional material, participating retailers and structure of the event. The possibility of future come and try events was raised. The possibility of a commercial fishing/camping event for later in 2012 was raised with dragon boats as a feature.

Mobile Stage
Peter Sutherland gave an overview of the mobile stage viability along with an artists' sketch. A first quote was received for approximately $19,000 for the engineering drawings.

Action: Alchemy Media to further investigate into appropriate stage and truck sizes. Further discussions with Greater Shepparton City Council's Events and Recreation and Parks Department will also need to occur. No expenditure on a mobile stage has been authorized to date.

Web Page (Desktop & Mobile)
Peter Sutherland gave an outline of the capabilities of the web page and quotes received. Peter indicated a possible price of $22,500

Action: *In line with Council's Procurement Policy, Alchemy to provide TL M & P with two written quotations.*

10. General Business

2hr Parking
A consensus was formed that a survey be conducted for 2hr parking promotion which will provide statistical information as to business owners and general public's view of the promotion.

Action: *David Wilson to produce above mentioned surveys and organise for completion of survey.*

Action: *Results to be tabled at future SSM committee meeting. Financial implications of 2hr parking promotion to be sourced and presented to Committee.*

Parking Strategy
At completion of SSM database it was proposed that a letter/email go out to all stakeholders asking that they don't park directly in front of their own business. A map to be included with letter indicating all day parking locations.

8. Correspondence Outwards.

Letter of appreciation to the Shepparton Basketball Tournament organisers.

Action: *Bill Dowling to prepare a letter of appreciation.*

9. Team Leader Marketing and Promotions Report

Shepparton Show Me Database
David Wilson gave a summary of the current progress of SSM database.

Charity Gift Wrapping
Barry Smith presented a charity gift wrap update.

New Committee Member

Moved: Tristen Murray   Seconded: Bill Dowling
That the Shepparton Show Me committee endorse the Committee Review Panel's recommendation to Council to appoint Jamie Cox for a two year term commencing July 2012 to June 2014. **CARRIED**

Ordinary Returns Form
All applicable SSM committee members were asked to complete and return Ordinary Return form.

Action: *Committee members to complete Ordinary Return forms.*

Meeting Closed

Moved: Cr Geoff Dobson   Seconded: Cr Cherie Crawford
That in accordance with section 89(2)(d) of the Local Government Act 1989, the meeting be closed to the public for consideration of a contractual matter. **CARRIED**

9. The below invoices from Alchemy Media were presented to the Committee for approval, as they exceeded allocations.

Step Up Tool Kit delivery - $3,510
Shepparton Show Me signage and fuel for Jeep Wrangler - $4,260.36
Christmas 2011 additional radio placement and press design - $1610

Moved: Cr Geoff Dobson   Seconded: Cr Cherie Crawford
That Shepparton Show Me authorize additional promotional costs of $9,380.36 for approval. That Alchemy be advised that any future over-runs must be agreed to by the Committee via resolution prior to undertaking any work. **Carried**

Meeting closed: 10.15am

NEXT MEETING:
Wednesday 15th February 2012
8.00am to 10.00am
The Council Board Room