

# SHEPPARTON SHOW ME COMMITTEE MEETING

## MEETING MINUTES

FRIDAY 17 FEBRUARY 2012, 8.00AM – 10.00AM

HUNTER ROOM



### MEETING OPENED: 8.02am

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

**1.2 Members not present:**

**1.3 In attendance:** Geraldine Christou, David Wilson, Peter Sutherland & Michael Diffey

**2. Apologies:**

**3. Minutes of previous meeting:**

**Moved:** Cr Geoff Dobson

**Seconded:** Gerard Michel

That the minutes of the Ordinary Committee meeting held on Wednesday 18 January 2012 as circulated be confirmed.

**CARRIED**

8.03am Shelley Sutton entered the room.

**4. Actions – refer Action List**

**5. Declarations of interest: Nil**

**9. Team Leader Marketing and Promotions Report**

**9.3 Review Shining the Light campaign**

Geraldine Christou distributed a document outlining the open and transparent selection of Shine the Light campaign. Document was discussed by SSM committee.

8.17am Peter Sutherland entered the room.

**6. Presentations**

**6.1 Jo Pincus, See One, Mystery Shopping**

**6.2 Stephen Donnelly, Riverlinks**

Action: David Wilson to supply SSM Committee with a summary of Stephen Donnelly's presentation.

**6.3 Terry Le Behen & Craig Wall, GO TAFE**

**7. Correspondence inwards.**

**7.1 GO TAFE customer service training**

**Moved:** Cr Geoff Dobson

**Seconded:** Cr Cherie Crawford

That the Shepparton Show Me committee accept the GO TAFE customer service course proposal as outlined by Terry Le Behen up to the value of \$16,000.

**CARRIED**

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#### 7.2 GO TAFE customer service training – Information night and Marketing of course

The Information night was discussed by SSM Committee.

**Moved:** Cr Geoff Dobson

**Seconded:** Tristen Murray

That the Shepparton Show Me committee agree in principal to Alchemy Media marketing and managing the GO TAFE customer service Information night and marketing for the customer service facilitated course.

**CARRIED**

Action: *Alchemy Media to provide SSM Committee with more detail in budget.*

8.58am Cr Cherie Crawford left the room.

#### 6. Presentations

##### 6.4 Peter Sutherland & Michael Diffey, Alchemy Media

**Moved:** Gerard Michel

**Seconded:** Gerard Bruinier

That the SSM Committee writes a letter to Greg Evans thanking him for the support he has provided to SSM.

**CARRIED**

Action: *Bill Dowling to write a letter to Greg Evans thanking him for his continued support of SSM*

#### 9. Team Leader Marketing and Promotions Report

##### 9.5 Additional Promotional costs for approval

The below invoice from Alchemy Media exceed project allocations and required committee approval prior to payment.

Show Ho Ho Me Quizza promotion - Design of the Christmas logo and production of second TVC commercial/online editing, CAD approval and release to three networks.

Total - \$1,185

**Moved:** Gerard Bruinier

**Seconded:** Bill Dowling

That Shepparton Show Me authorise Alchemy Media additional promotional costs of \$1,185.

**CARRIED**

#### 7. Correspondence inwards.

Action: *TLM&P to email Alchemy Media - business plan points for quotation?*

#### 7.3 Goulburn Valley Health Teddy Bears Picnic sponsorship

*Dean Rochfort declared a conflict of interest.*

**Moved:** Cr Cherie Crawford

**Seconded:** Shelley Sutton

That the Shepparton Show Me committee decline the Goulburn Valley Health Teddy Bears Picnic proposal for sponsorship to the value of \$2,500.

**CARRIED**

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Action: *Bill Dowling to write a letter to\_GV Health asking them to apply to the Goulburn Valley community Fund.*

#### 9.5 Additional Promotional costs for approval

**Moved:** Tristen Murray      **Seconded:** Gerard Bruinier

That Shepparton Show Me authorise Alchemy Media an additional budget of up to \$5,000 for BBQ supplies at Twilight Fishing event 23 February 2012.

**CARRIED**

#### 6. Presentations

##### 6.4 Aimee Prenter, Shepparton Basketball Tournament

A certificate of appreciation was presented to the SSM Committee Chair - Barry Smith.

#### 9. Team Leader Marketing and Promotions Report

##### 9.1 Two hour parking promotion

##### 9.4 Shepparton Show Me database

#### 10 General Business

**Moved:** John Montagner

**Seconded:** Bill Dowling

That Shepparton Show Me help Alchemy Media apply for two parking permits in the Maude St Mall.

**CARRIED**

**Moved:** Shelley Sutton

**Seconded:** Gerard Bruinier

That Shepparton Show Me write a letter to the GSCC CEO asking for the two parking fines received by Alchemy Media be waived.

**CARRIED**

**MEETING CLOSED: 10.42**

#### NEXT MEETING:

**Wednesday 22 February 2012**

**8.00am to 10.00am**

**Alex Rigg Meeting Room**