

## SHEPPARTON SHOW ME SPECIAL MEETING

### MEETING MINUTES

WEDNESDAY 22 FEBRUARY 2012, 8.00am – 10.00am

ALEX RIGG MEETING ROOM



**Meeting opened: 8.03am**

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

**1.2 Members not present:**

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

**2. Apologies:** Cr Cherie Crawford

**3. Declaration of interest:**

**4. For Decision**

8.12am David Wilson entered the room.

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

**Moved:** Cr Geoff Dobson

**Seconded:** Tristen Murray

That the Shepparton Show Me Committee support the quotation from Alchemy Media for the marketing and management of the GO TAFE customer service information night and marketing for the customer service facilitated course up to the amount of \$18,000. Up to \$1,700 of the \$18,000 has been allocated to the following items –room hire for information night, accommodation for guest speaker and gratuities related to guest speaker.

**CARRIED**

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

**Moved:** Dean Rochfort

**Seconded:** Bill Dowling

That a sub-committee be formed including Tristen Murray, Gerard Bruinier, John Montagner and Barry Smith to workshop the upcoming GOTAFE opening and report back to SSM Committee.

**CARRIED**

#### **4.2 Instrument of Delegation amendments**

**Moved:** Cr Geoff Dobson

**Seconded:** John Montagner

That the Shepparton Show Me Committee endorse the amended Instrument of Delegation and Guidelines including the recommendations from the Audit committee with the following exceptions  
The final paragraph of 9.3 Special Meetings will read -

*The Chairperson shall arrange for reasonable notice of the meeting to be given to all Committee members. No other business shall be transacted at that meeting except that specified in the notice unless, all Committee members are present and unanimously agree to deal with any other matter.*

8.1 Committee Membership will read -

*The Committee shall comprise up to eight members representative of the Shepparton business community, two councillors and a member of The Executive, appointed by resolution of the Council.*

**CARRIED**

#### 4.2.1 Instrument of Delegation amendments

**Moved:** Cr Geoff Dobson

**Seconded:** Shelley Sutton

That the Shepparton Show Me committee submit a recommendation to Council to adopt the revised Instrument of Delegation and Guidelines.

**CARRIED**

#### 4.3 The Adviser proposal

**Moved:** Tristen Murray

**Seconded:** Gerard Michel

That the Shepparton Show Me Committee decline The Adviser proposal for sponsorship.

**CARRIED**

*Action: A group consisting of Bill Dowling (Secretary), Tristen Murray (Treasurer), Barry Smith (Chair) and David Wilson (TLM&P) to meet with Will Adams of The Adviser, to provide guidance for future submissions to the Shepparton Show Me Committee.*

### 5 For Discussion

#### 5.3 Review Shining the Light campaign

**Moved:** Cr Geoff Dobson

**Seconded:** Bill Dowling

That the Shepparton Show Me Committee support the implementation of a Sub-Committee including Gerard Michel, Tristen Murray (Treasurer), Shelley Sutton, Barry Smith (Chair) and Geraldine Christou (Officer GSCC) to review the selection criteria for Shining the Light campaign winners and the guidelines for how the winnings must be spent. The Sub-Committee is to report recommendations to the Shepparton Show Me Committee at March team meeting.

**CARRIED**

9.20am Geraldine Christou left the room

### 4 For Decision

#### 4.4 Truck Tarp

**Moved:** Shelley Sutton

**Seconded:** Gerard Bruinier

That the Shepparton Show Me Committee support the quotation from Alchemy Media for an additional amount of up to \$4,500 for Truck Tarps, to be added to the \$16,000 carried by resolution in May 2011.

**CARRIED**

#### 4.5 Mobile Stage

**Moved:** Cr Geoff Dobson

**Seconded:** Gerard Bruinier

That the Shepparton Show Me Committee support the quotation from Alchemy Media for scoping of Mobile Stage development up to the amount of \$1900.

**CARRIED**

#### 4.6 Two Hour Parking

**Moved:** Tristen Murray

**Seconded:** Shelley Sutton

That the Shepparton Show Me Committee submit a recommendation to Council to extend the Two Hour Parking Promotion for a period of two Months.

**CARRIED**

#### 4.7 New Committee Member

**Moved:** Shelley Sutton

**Seconded:** Gerard Michel

That the Shepparton Show Me Committee submit a recommendation to Council confirming Jamie Cox's appointment to the Shepparton Show Me Committee.

**CARRIED**

#### 4.8 Business Plan Development

Quotation for completion of the below items to finalise the Shepparton Show Me Business Plan:

Market Analysis

Competition

Product and /or Services

Marketing Strategy

Product or Service Production

SWOT Analysis

**Moved:** Dean Rochfort

**Seconded:** Bill Dowling

That the Shepparton Show Me Committee support the quotation from Alchemy Media for development of detailed marketing points for SSM Business Plan to the value of \$4,700.

**CARRIED**

#### 5 For Discussion

##### 5.1 Ultimate choice proposal

**Moved:** Cr Geoff Dobson

**Seconded:** Shelley Sutton

That the Shepparton Show Me Committee decline the advertising proposal presented by Ultimate Choice.

**CARRIED**

Action: *Bill Dowling to write a letter to Ultimate Choice, advising of the Committee's decision.*

##### 5.2 Shepparton Show Me Promotional Assets

**Moved:** Bill Dowling

**Seconded:** Gerard Michel

That the Shepparton Show Me Committee support the quotation from Alchemy Media for design, production and delivery of 3,000 Shepparton Show Me shopping bags up to the value of \$4,465.

**CARRIED**

9.48am Dean Rochfort and Cr Geoff Dobson left the room.

##### 5.4 SheppARTon proposal

Tristen Murray declared a conflict of interest.

**Moved:** Shelley Sutton

**Seconded:** Gerard Bruinier

That the Shepparton Show Me Committee decline the sponsorship proposal presented by SheppARTon.

**CARRIED**

Action: *Bill Dowling to write a letter to SheppARTon, advising of the Committee's decision.*

##### 5.5 Autumn Art event 6 days in April

**Moved:** Gerard Bruinier

**Seconded:** Tristen Murray

That the Shepparton Show Me Committee support the quotation from Alchemy Media for Autumn Art event 6 days in April up to the value of \$22,000.

**CARRIED**

**5.5 Mothers Day week promotion**

**Moved:** Tristen Murray

**Seconded:** Shelley Sutton

That the Shepparton Show Me Committee agree in principal to Alchemy Media marketing and managing the Mothers Day week promotion.

**CARRIED**

**MEETING CLOSED: 10.05am**

**NEXT MEETING**

**Committee Meeting:**

**Wednesday 21 March 2012**

**8.00am to 10.00am**

**Alex Rigg Meeting Room**