

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 21 MARCH 2012, 8.00AM – 10.00AM
ALEX RIGG MEETING ROOM



Meeting opened:8.03am

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

1.2 Members not present:

1.3 In attendance: Geraldine Christou, David Wilson, Peter Sutherland, Michael Diffey and Steve Child

2. Apologies:

3. Minutes of previous meeting:

Moved: Cr Geoff Dobson That the minutes of the Ordinary Committee meeting held on Friday 17 February 2012 as circulated be confirmed. CARRIED	Seconded: Gerard Bruinier
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Moved: Cr Geoff Dobson That the minutes of the Special meetings held on Wednesday 25 January 2012, Wednesday 1 February 2012 and Wednesday 22 February 2012 as circulated be confirmed. CARRIED	Seconded: Gerard Michel
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David Wilson entered the room: 8.07am

4. Actions – refer Action List

5. Declarations of interest

6. Presentations

6.1 GO TAFE Information night and workshop - Alchemy Media and Sub committee
- Marketing and Managing of Information night
- Workshop marketing
- Update on Workshop content from GO TAFE

Gerard Bruinier provided a GoTafe update for the Committee.

Action: *Sub-Committee to investigate sponsorship options*

Project updates – Alchemy Media

6.2 Website

Action: *Alchemy Media to provide a second Website quote.*

Action: *David Wilson to re-send SSM Committee procurement guidelines*

6.3 Mothers Day week promotion

Moved: Tristen Murray That the Shepparton Show Me Committee agree to support the Mother's Day Week proposal as presented by Alchemy Media for up to \$16,890 ex GST. CARRIED	Seconded: Gerard Bruinier
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6.4 Boating, Fishing, Camping & Water Sports Expo
Update provided by Alchemy Media

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6.5 Truck tarp
Update Provided by Alchemy Media

6.6 Mobile Stage Development

Moved: Bill Dowling **Seconded:** Gerard Michel
To build a Mobile Stage as per specifications outlined by Col Senior, up to the amount of \$30,000 ex GST.
CARRIED

Moved: Dean Rochfort **Seconded:** Cr Cherie Crawford
That the SSM Committee instructs Council Officers to explore all avenues of co-funding for completion of Mobile Stage project.
CARRIED

6.7 Twilight Fishing on the Lake
Update provided by Alchemy Media

6.8 P.A. System

Moved: Bill Dowling **Seconded:** John Montagner
That the SSM Committee accepts quotes from Allen's Music for up to \$6203 ex GST for P.A. System and up to \$1450 ex GST for P.A. System carry cases.
CARRIED

6.9 SSM Chairs

Moved: Tristen Murray **Seconded:** Cr Cherie Crawford
That the SSM Committee support Alchemy Media's best value purchase of up to \$3,000 ex GST for SSM Chairs.
CARRIED

Cr Geoff Dobson and Dean Rochfort left the room 8.57am.

Alchemy Media also provided an update with regard to the following items –
SSM Bags, Autumn Art Festival and Style Guide

7. Correspondence inwards.

7.1 KidsFest 2012 sponsorship application

Moved: Bill Dowling **Seconded:** Cr Cherie Crawford
That the SSM Committee lay the KidsFest 2012 sponsorship proposal on the table until the April 2012 SSM Ordinary Meeting.
CARRIED

Action: *David Wilson to communicate with KidsFest and ask how this proposal will help ring tills in the SSM geographic area. David Wilson to inform SSM Committee of response prior to April 2012 SSM Ordinary Meeting.*

7.2 Instrument of Delegation amendments

The Instrument of Delegation and Guidelines amendments will be considered at the next Council meeting, to be held on Tuesday 17 April 2012.

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8. Correspondence outwards.

8.1 Alchemy parking permit.
Update provided by TLM&P

8.2 Letter to Greater Shepparton City Council CEO requesting to waiver parking fines received by Alchemy Media.

8.3 The below letters were distributed:

Sponsorship applications:

- GV Health Foundation (Teddy Bears' Picnic) – declined sponsorship proposal
- The Adviser – declined sponsorship proposal
- Ultimate Choice – declined sponsorship proposal
- SheppARTon – declined sponsorship proposal

Step Up Launch:

- Showcase Jewellers (Step up Launch Prize Winners)– congratulations and apology
- Collins Booksellers (Step Up Launch Prize Winners) – congratulations and apology

Twilight Fishing Event – thank you

- Solar Seafood's
- Trellly's Fishing & Hunting World
- Solar City Marine
- S H Wallace & Co
- Halsall Honda
- Boats & More
- BBQ's Galore
- Bean Around
- Fisheries Victoria
- Ken Muston Automotive
- GV Health

Greg Evans – thank you

2 hour parking promotion

A letter was distributed to the local businesses and consumers who recently provided feedback on the 2 hour promotion. The letter confirmed the promotion will continue until 30 April 2012, as a means to provide Council with a full four month period in which to analyse the results of the change in time limits.

9. Team Leader Marketing and Promotions Report

9.1 Two hour parking promotion extension

Update provided by TLM&P

9.3 Review Shining the Light campaign

Sub-Committee update provided by Geraldine Christou

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9.4 Step up launch budget

Spending Terms and Conditions of two \$5,000 prize winners are to be discussed at the next SSM Committee meeting.

9.5 Business Plan update

Update provided by TLM&P

Action: *Alchemy Media to provide TLM&P with marketing component of business plan that has been completed to this point in time (21 March 2012).*

9.6 Shepparton Show Me database

Update provided by TLM&P

9.7 The Adviser meeting

Update provided by TLM&P

9.8 GV Health Foundation, Teddy bears picnic – In kind support

Update provided by TLM&P

9.9 SheppARTon Art Festival Event organiser, John Head - Request for information

Action: *A group consisting of Barry Smith (Chair), Gerard Bruinier, Shelley Sutton and Peter Sutherland (Alchemy Media) to meet with John Head of The ShappARTon Art Festival, to provide guidance for future submissions to the Shepparton Show Me Committee.*

9.10 SSM Committee meeting dates 2012

Documentation provided

10. General Business

10.1 Other

Cr Geoff Dobson raised the possibility of a promotion that provides free parking Friday, Saturday and Sunday in partnership with co-operation from local retail community.

MEETING CLOSED: 9.57am

NEXT MEETING:

Wednesday 18 April 2012

8.00am to 10.00am

The Council Boardroom