

## **SHEPPARTON SHOW ME SPECIAL MEETING**

### **SPECIAL MEETING MINUTES**

**THURSDAY 26 APRIL 2012, 8.15am – 9.00am**

**ALEX RIGG MEETING ROOM**



**Meeting opened: 8.15am**

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

**1.2 Members not present:** Nil

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

**2. Apologies:** Cr Geoff Dobson

**3. Declaration of interest:** Nil

#### **4. Shepparton Show Me Business and Marketing Plan**

SSM Committee provided feedback for amendments to SSM Business Plan as presented.

**Moved by Shelley Sutton**

**Seconded by Gerard Michel**

That the SSM Committee endorse the Shepparton Show Me Business Plan with amendments as advised.

**CARRIED**

*Action: TLM&P to amend SSM Business Plan as advised by SSM Committee and re-distribute to SSM Committee once complete.*

*Action: TLM&P to invite Manager Rates and Valuations to the May Ordinary SSM Committee meeting.*

SSM Committee and Council Officers provided feedback for amendments to SSM Marketing Plan draft as presented.

**Moved by Dean Rochfort**

**Seconded by Gerard Bruinier**

That the SSM Committee note the draft Marketing Strategy component of the Shepparton Show Me Business Plan and refer amendments tabled at this meeting to SSM's current marketing supplier (Alchemy Media) to rewrite the marketing strategy with the guidance of Council Officers and SSM Committee.

**CARRIED**

*Action: TLM&P to provide Alchemy Media with a copy of Council Officers documented comments relating to marketing plan component of SSM Business Plan and further summary of in meeting recommendations and comments made by SSM Committee and Council Officers.*

*Action: Alchemy Media to amend marketing plan component of SSM Business Plan, taking into account recommendations and comments made by SSM Committee and Council Officers.*

Action: *TLM&P to organise SSM Special Committee Meeting for Monday 30 April 2012 for endorsement of the financial component of SSM Business Plan.*

**MEETING CLOSED: 9.37am**

**NEXT MEETING**

**Wednesday 16 May 2012**

**8.00am to 10.00am**

**The Council Board Room**