

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 16 MAY 2012, 8.00AM – 10.00AM
COUNCIL BOARDROOM



Meeting opened: 8.01am

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, Michael Diffey and Peter Sutherland

2. Apologies: Nil

3. Minutes of previous meeting:

Moved: Gerard Michel That the minutes of the Ordinary Committee meeting held on 18 April 2012 as circulated be confirmed. CARRIED	Seconded: Dean Rochfort
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Moved: Gerard Michel That the minutes of the Special Committee meetings held on Thursday 26 April and Monday 30 April 2012 as circulated be confirmed. CARRIED	Seconded: Bill Dowling
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Action: *TLM&P to email amended business plan to the SSM Committee*

4. Actions

5. Declarations of interest

Gavin Cator (Chief Executive Officer) gave a presentation and answered questions with regard to the SSM differential rate.

Shelley Sutton entered the room at 8.06am

6. Presentations

6.1 Inspector Ian Bull, Victoria Police
Presented details of crime statistics in Shepparton

6.2 Tony Long, Shepparton Basketball Tournament
Discussed sponsorship application

6.3 Tom Garrett, President, Rotary Club of Shepparton Central Inc
Discussed sponsorship application

6.4 Cheryl Hammer and Kaye Bernadi, Tourism Greater Shepparton
Discussed the declined sponsorship application of KidsFest and the possibility of co-promotions/sponsorships

Moved: Cr Geoff Dobson That the Shepparton Show Me Committee ask Kidsfest to re-work then re-submit sponsorship application, to supply more detail on how the retail and other businesses in Shepparton benefit from the event. CARRIED	Seconded: Dean Rochfort
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Cr Cherie Crawford called for a division.

Those voting in favour of the motion: Gerard Bruinier, Dean Rochfort, John Montagner, Bill Dowling, Cr Cherie Crawford, Cr Geoff Dobson, Tristen Murray and Gerard Michel.

Those voting against the motion: Barry Smith and Shelley Sutton.

Action: TLM&P to write a letter to Steve Wilson of Kidsfest advising of the above carried motion

Cr Geoff Dobson left the room at 10.00am

6.5 Alchemy Media Update

Alchemy Media provided an update for the following items –

- Mother's day
- Shepparton motor city
- Show me food, glorious food
- Coffee and tea promotion
- Style guide and stationary
- Mobile truck
- Website

Action: TLM&P to forward Alchemy Media presentation content to SSM Committee

9. Team Leader Marketing and Promotions Report

9.2 Alchemy Media quote

for decision

Moved: Dean Rochfort

Seconded: Cr Geoff Dobson

That the Shepparton Show Me Committee acknowledge the work completed by Alchemy Media for a revision of pitch for presentation to Shepparton News and retailers and notes that the work was completed without resolution. The SSM Committee agrees to support the invoice from Alchemy Media to the value of \$1,200 ex GST.

CARRIED

10. General Business

10.1 Other

MEETING CLOSED: 10.22am

NEXT MEETING:

Wednesday 23 May 2012

8.00am to 10.00am

Doyles Road Complex Boardroom