

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING MINUTES**  
WEDNESDAY 20 JUNE 2012, 8.00AM – 10.00AM  
COUNCIL BOARDROOM



**Meeting opened: 8.00am**

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

**1.2 Members not present:**

**1.3 In attendance:** Geraldine Christou, Michael Diffey and Steve Childs.

**2. Apologies:** Cr Geoff Dobson, Dean Rochfort and Peter Sutherland.

<b>Moved:</b> Tristen Murray That the apologies of Dean Rochfort and Cr Geoff Dobson be accepted. <b>CARRIED</b>	<b>Seconded:</b> Gerard Bruinier
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**3. Minutes of previous meeting:**

<b>Moved:</b> Gerard Michel That the minutes of the SSM Special Committee meeting held on Wednesday 23 May 2012 as circulated be confirmed. <b>CARRIED</b>	<b>Seconded:</b> Bill Dowling
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**4. Actions**

**5. Declarations of interest**

Gerard Bruinier declared a Conflict of Interest in Agenda Item 7.1 - Spring Nats/Autofest – as Autobarn is a sponsor of the event.

Gerard Michel declared a Conflict of Interest in Agenda Item 7.4 – Shepparton Motor City – as Graham Thomson Motors is in the motor industry.

**6. Presentations**

6.1 Les Adams, Springnats/Autofest Group

6.2 Steve Wilson, Tracey Toy and Carrie Donaldson, KidsFest

**7. Sponsorship applications for decision**

9.50am Gerard Bruinier declared a conflict of interest and left the room.

7.1 Springnats/Autofest

<b>Moved:</b> Shelley Sutton That the Shepparton Show Me Committee declines the Springnats sponsorship application as presented by the Autofest Group. <b>CARRIED</b>	<b>Seconded:</b> Gerard Michel
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*Action: - TLM&P to advise Les Adams of the sponsorship decision.*

10.02am – Gerard Bruinier returned to the room.

<b>Moved:</b> Barry Smith That Alchemy provide a scope and quote for a generic top and tail TVC to the value of \$2,000 excluding GST. <b>CARRIED</b>	<b>Seconded:</b> Shelley Sutton
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*Action: Alchemy Media and TLM&P to discuss top and tailing of current advertisements and placement.*

**7.2 KidsFest**

Wednesday 16 May 2012

<b>Moved:</b> 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. <b>CARRIED</b>	<b>Seconded:</b> Dean Rochfort
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<b>Moved:</b> John Montagner That the Shepparton Show Me Committee determine to allocate the KidsFest sponsorship as presented by Kidstown up to the value of \$20,000 excluding GST, to be allocated in the following manner: \$15,000 Advertising and Marketing \$5,000 SSM dollars giveaways at KidsFest on consultation with the TLM&P. <b>CARRIED</b>	<b>Seconded:</b> Barry Smith
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Note: KidsFest proposal confirmed there will be activity in the Shepparton CBD.

*Action:- TLM&P to coordinate a meeting with Alchemy and KidsFest committee to discuss the sponsorship allocation.*

**8. Alchemy Media update**

Alchemy Media provided an update on the following items:

- Cow lotto
- Step up kits
- Shine a light
- Truck curtains
- Mobile stage

<b>Moved:</b> Shelley Sutton That the Shepparton Show Me Committee requests Alchemy Media to proceed with scoping costs for Cow lotto. <b>CARRIED</b>	<b>Seconded:</b> Gerard Bruinier
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- Greater Shepparton Basketball Association (GSBA) proposed sponsorship budget

*Action: TL M&P to be relist at next Committee Meeting*

Wednesday 23 May 2012

<b>Moved:</b> Barry Smith That the Shepparton Show Me Committee asks Alchemy Media to prepare a budget up to the value of \$5,000 that includes the creation of transferable branding elements with the GSBA. <b>CARRIED</b>	<b>Seconded:</b> Cr Geoff Dobson
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**RECOMMENDATION**

That the Shepparton Show Me Committee accepts/declines the GSBA sponsorship budget for transferable branding elements with the GSBA as prepared by Alchemy Media up to the value of \$\_\_\_\_\_.

**7. Promotions for decision**

**7.1 Food glorious food**

**Moved:** Barry Smith                      **Seconded:** Tristen Murray  
That the Shepparton Show Me Committee accepts the Food Glorious Food proposal as presented by Alchemy Media up to the value of \$18,700 ex GST.  
**CARRIED**

**7.2 Coffee and tea**

**Moved:** Barry Smith                      **Seconded:** Shelley Sutton  
That the Shepparton Show Me Committee accepts the Coffee and Tea proposal as presented by Alchemy Media up to the value of \$19,960 ex GST, pending allocation of sufficient funds within 2012/2013 Council budget.  
**CARRIED**

**7.3 Father's day**

**Moved:** Barry Smith                      **Seconded:** Tristen Murray  
That the Shepparton Show Me Committee accepts the Father's Day proposal as presented by Alchemy Media up to the value of \$18,850 ex GST.  
**CARRIED**

At 10.16am Gerard Michel and Gerard Bruinier declared a conflict of interest and left the room.

**7.4 Shepparton Motor City**

**Moved:** Barry Smith                      **Seconded:** John Montagner  
That the Shepparton Show Me Committee allocates the following funds to the Shepparton Motor City proposal as presented by Alchemy Media.  
\$21,700 for development of the proposal and \$42,000 for six months media placement, to be reviewed for a further six months pending sufficient allocation within 2012/2013 Council Budget.  
**CARRIED**

At 10.23am Gerard Michel and Gerard Bruinier returned to the room.

**7. Correspondence inwards.**

Letter – Chris Donovan, Mooroopna Golf Club

**Moved:** Tristen Murray                      **Seconded:** Gerard Bruinier  
That the Shepparton Show Me Committee heard and received correspondence inwards.  
**CARRIED**

**8. Correspondence outwards.**

Letter –

- Kidstown, KidsFest
- Tourism Greater Shepparton

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- Team Leader Business and Industry, Winter Market
- Rotary Club of Shepparton, Garden Expo

<b>Moved:</b> Bill Dowling That the Shepparton Show Me Committee heard and received correspondence outwards. <b>CARRIED</b>	<b>Seconded:</b> Barry Smith
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**9. Team Leader Marketing and Promotions Report**

9.1 Database

Geraldine Christou updated the Committee on the status of the Shepparton Show Me Database.

9.2 SSM Website

<b>Moved:</b> Barry Smith That the Shepparton Show Me committee agree to support the SSM Website proposal as presented by Council's Information Systems department and Alchemy media up to the value of \$15,000 ex GST, pending sufficient allocation within 2012/2013 Council budget. <b>CARRIED</b>	<b>Seconded:</b> Gerard Bruinier
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9.31 New SSM Committee member update, Jamie Cox

Geraldine Christou informed the committee that Council has appointed Jamie Cox to represent Shepparton Show Me for a term of two years, commencing Wednesday 18 July 2012.

*Action: Letter of notification to be sent to Jamie Cox.*

9.32 Recruitment of new SSM Committee members

<b>Moved:</b> Shelley Sutton That the Shepparton Show Me Committee notify the Council of their endorsement of the applications of Tristen Murray and Barry Smith for appointment to Shepparton Show Me Committee. <b>CARRIED</b>	<b>Seconded:</b> Gerard Bruinier
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9.4 GO TAFE customer service training update

Geraldine Christou provided the SSM Committee with an update on registrations for GOTAFE training. Discussion was held regarding the incorrect email address on the flyers that were distributed and the lack of follow up on registration enquiries. Gerard Bruinier will instigate a discussion with GOTAFE with a view to renegotiating a reduced fee.

9.5 Financial budget 2011-2012 year to date update

*Action: TLM&P to write a letter to the Audit committee requesting that the Shepparton Show Me Committee be provided with an opportunity to meet with the Audit Committee.*

9.6 SSM Promotional Calendar

*The Shepparton Show Me Committee discussed the promotional calendar, and noted the lack of events planned for July.*

**10. General Business**

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**10.1 Other**

**MEETING CLOSED: 10.43am**

**NEXT MEETING:**  
**Wednesday 18 July 2012**  
**8.00am to 10.00am**  
**Council Board Room**