

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 18 JULY 2012, 9.00AM – 10.00AM
COUNCIL BOARDROOM



Meeting opened: 8:25am
Welcome Jamie Cox

1.1 Members present: Cr Cherie Crawford (Chair), Shelley Sutton (Deputy Chair), Bill Dowling (Secretary), Tristen Murray (Treasurer), Gerard Bruinier, Gerard Michel, Dean Rochfort, Cr Geoff Dobson, John Montagner, Barry Smith, Jamie Cox.

1.2 Members not present: Nil

1.3 In attendance: Geraldine Christou – Investment Attraction, Peter Mangan – Action Manager Finance and Rates, Stephen Wright - Transition Manager. Peter Sutherland and Michael Diffey – Alchemy Media.

Peter Mangan and Stephen Wright advised the Committee that they would assist the Committee to comply with the requirements of the Council in regard to the Instrument of Delegation and Guidelines relating to the Committee and also matters relating to the Marketing Strategy and appropriate success factors and how these success factors would be measured.

2. Apologies: Nil

3. Minutes of previous meeting:

Moved: Dean Rochfort That the minutes of the SSM Ordinary Committee meeting held on Wednesday 20 June 2012 and SSM Special meeting held on Friday 29 June 2012 as circulated be confirmed. CARRIED	Seconded: Gerard Michel
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4. Actions

5. Declarations of interest: Nil

6. Introduction of New Committee Member

Jamie Cox of Choice Corporate Pty Ltd

7. Council Budget for Shepparton Show Me

Cr Dobson informed the Committee of a resolution of the Council restricting access to the 2012/2013 budget as follows:

“d) that Council limits the access of the Shepparton Show Me Committee to 50% of the 2012/2013 budget allocation until such time as the following has been completed to the satisfaction of the Council:

1. a business plan which incorporates a marketing strategy, success factors and how these measured is approved, by the Council and the Committee; and,
2. the review of the Shepparton Show Me Committee is completed and the recommendations of the review are considered by Council.”

Moved: Cr Geoff Dobson That the Shepparton Show Me Committee note the 2012/2013 Budget allocation by Council for Shepparton Show Me. CARRIED	Seconded: Bill Dowling
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Allan Turner presented his sponsorship application for Zaidee's Rainbow Foundation's Treadmill Challenge.

Action: Acting Team Leader Marketing Promotions to include the Zaidee's Rainbow Foundation's Treadmill Challenge application in the August Committee meeting agenda for decision.

8. Alchemy update

8.1 Cow lotto

8.2 Food Glorious Food Promotion

8.3 Father's Day

8.4 Truck curtains

8.5 Marketing Strategy

Action: Geraldine Christou and Dean Rochfort to meet with Peter Sutherland to progress.

8.6 Mobile stage

Action: Alchemy to provide Acting Team Leader Marketing and Promotions with agreement for Thompson Motors truck.

8.7 Greater Shepparton Basketball Association (GSBA) proposed sponsorship budget

Wednesday 23 May 2012

Moved: 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. CARRIED	Seconded: Cr Geoff Dobson
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Action: Shepparton Show Me Terms of Reference for review to be circulated

Action: Follow up meeting request for SSM Committee with Internal Audit Committee.

8.8 Spring Car Nats

Springnats/Autofest

\$10,000.00 Budget

Action: Quote provided, table at August Meeting for decision.

9. Promotions pending allocation of sufficient funds within 2012/2013 Council Budget.

9.1 Coffee and Tea

Moved: Barry Smith 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 but defer campaign until January 2013. CARRIED	Seconded: Shelley Sutton
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9.2 Shepparton Motor City

Moved: Tristen Murray **Seconded:** Barry Smith
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.
CARRIED

*Action: Two free sessions for GOTAFE training for September are available.
Meeting of sub-committee to be arranged to progress this (Acting Team Leader Marketing and Promotions).*

Moved: Cr Geoff Dobson **Seconded:** Barry Smith
That the sub-committee evaluate the Radek Sali and GO TAFE training and write a thank you to Radek Sali.
CARRIED

Action: Acting Team Leader Marketing and Promotions to draft a thankyou letter for the GO TAFE sub-committees approval.

Cr Geoff Dobson left the room at 9:58am

9.3 SSM Website

Moved: Tristen Murray **Seconded:** Gerard Bruinier
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.
CARRIED

Action: Acting Team Leader Marketing and Promotions to coordinate a meeting with Council's Information Systems Department and Alchemy Media.

10. Correspondence inwards.

Nil received

11. Correspondence outwards.

11.1 Letters

- KidsTown, KidsFest
- Spring Nats
- Jamie Cox

RECOMMENDATION

That the Shepparton Show Me Committee receive and note correspondence outwards.

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12. Team Leader Marketing and Promotions Report

12.1 Shining the Light Campaign

Geraldine Christou outlined some negative feedback following the airing of the Shining the Light campaign advertisement.

Moved: Barry Smith
Seconded: Jamie Cox
That a sub-committee comprising Barry Smith, Shelley Sutton (Deputy Chair), Jamie Cox, John Montagner and a Council Officer confer with Alchemy and develop criteria (within a month) to select recipients for Shining the Light campaign.
CARRIED

Action: Acting Team Leader Marketing and Promotions to coordinate a meeting for the Shining the Light Campaign subcommittee to discuss and develop the criteria to select recipients for Shining the Light campaign.

13. General Business

Shelley Sutton (Deputy Chair) regarding budget allocation

14. Other

Moved: Shelley Sutton
Seconded: Barry Smith
That the committee write to Council stating their dissatisfaction with financial restrictions on 2012-2013 budget allocation.
CARRIED

Barry Smith called for a division.

Those voting in favour of the motion: Shelley Sutton (Deputy Chair), Bill Dowling (Secretary), Tristen Murray (Treasurer), Cr Geoff Dobson, Gerard Bruinier, John Montagner, Gerard Michel and Jamie Cox.

Those voting against the motion: Cr Cherie Crawford (Chair) and Dean Rochfort

Moved: Tristen Murray
Seconded: Gerard Bruinier
That the financial report be received and noted.
CARRIED

Action: Acting Team Leader Marketing and Promotions to draft a letter to Council stating the SSM Committees dissatisfaction with the financial restrictions on 2012-2013 Budget allocation.

MEETING CLOSED 10.18AM

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 15 August 2012
8.00am to 10.00am
Council Boardroom