

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

WEDNESDAY 15 AUGUST 2012, 8.00AM – 10.00AM

COUNCIL BOARDROOM



Meeting opened: 8:02am

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

1.2 Members not present: Nil

1.3 In attendance: Geraldine Christou – Investment Attraction, Peter Mangan – Acting Manager Finance and Rates, Stephen Wright - Transition Manager. Michael Diffey – Alchemy Media, Tina Zappala – Acting Team Leader Marketing & Promotions

2. Apologies: Cr Geoff Dobson, Gerard Bruinier and Gerard Michel

Moved: John Montagner That the apologies of Cr Geoff Dobson, Gerard Bruinier and Gerard Michel be accepted.	Seconded: Jamie Cox CARRIED
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3. Minutes of previous meeting:

Moved: Dean Rochfort That the minutes of the Shepparton Show Me Ordinary Committee meeting held on Wednesday 18 July 2012 as circulated be confirmed.	Seconded: Bill Dowling CARRIED
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4. Actions: Nil

5. Declarations of Interest:

Peter Mangan provided information with respect to Conflicts of Interest and how this must be complied with.

Bill Dowling declared a conflict of interest with respect of the Greater Shepparton Basketball Association sponsorship application.

6. Presentations: Nil

Action: Acting Team Leader Marketing and Promotions to contact Andrew Pogue from Shepparton News to present on the Shepp News Step Up Campaign in relation to Shepparton Show Me's monthly spend and exposure to date.

7. Alchemy update

7.1 Cow Lotto

The Cow Lotto game show was promoted as a concept that could be used when there was a lull in promotional events. It was thought that the \$10,000 for the cost of a trailer/cow barrel was a little excessive and perhaps a costing for the barrel only should be requested. In addition to the manufacture of the cow barrel, further budget allocation would be required for the placement of media. Whilst the majority of Committee members supported the concept, due to budget restrictions the Committee was reluctant to approve this concept at this time.

7.2 Food Glorious Food Promotion

This campaign was dependent upon the completion of the stage, which was about to be clad and was a couple of weeks away from completion.

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7.3 Father's Day

Action: Acting Team Leader Marketing and Promotions to discuss procurement guidelines with Alchemy in terms of giveaways being purchased from various stakeholders.

7.4 SpringNats / AutoFest (additional item)

Action: Acting Team Leader Marketing and Promotions to clarify what was required in relation to top and tail advertising and production/placement costings.

7.4 Truck Curtains

Sali curtain has been fitted, Gattuso curtain still to be fitted.

7.5 Mobile stage

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

Michael Diffey left the meeting.

<p>Moved: Dean Rochfort That the Shepparton Show Me Committee declines the Cow Lotto proposal as presented by Alchemy Media at this time.</p>	<p>Seconded: Bill Dowling</p>
<p>CARRIED</p>	

Bill Dowling left the room 8:58am

7.6 Greater Shepparton Basketball Association proposed sponsorship budget

Action: Acting Team Leader Marketing and Promotions to discuss the sponsorship proposal with the Greater Shepparton Basketball Association on how the proposal can further attract investment in the area.

<p>Moved: Jamie Cox That the Shepparton Show Me Committee defer a decision on the Greater Shepparton Basketball Association sponsorship budget pending further information to be provided.</p>	<p>Seconded: John Montagner</p>
<p>CARRIED</p>	

Bill Dowling returned to the room at 8:58am

7.7 Springnats/Autofest

Matter deferred to the next meeting.

8. Correspondence inwards.

8.1 Email – Tourism Greater Shepparton – Official Visitors Guide and 52 Great discoveries.

<p>Moved: Dean Rochfort That the Shepparton Show Me Committee agree to place a full page add in Tourism Greater Shepparton – Official Visitors Guide at a cost of \$1,795 inc GST and seek production costs for an appropriate ad and decline to advertise in the 52 Great Discoveries publication.</p>	<p>Seconded: Bill Dowling</p>
<p>CARRIED</p>	

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Action: Acting Team Leader Marketing and Promotions to confirm if the cost of the ad covers production and if specific branding styles are required seek quote from Alchemy for this.

8.2 Email - Fishing event, Carmen Nicholson Greater Shepparton City Council

Action: Acting Team Leader Marketing and Promotions to extend the Shepparton Show Me Committee's congratulations to Carmen Nicholson and those involved in the activities in the park program for running with the 'Fishing in the Lake' initiative.

Moved: Barry Smith

Seconded: Tristen Murray

That the Shepparton Show Me Committee fully support the Fishing in the Lake initiative and offer any support and assistance to Carmen Nicholson, including the use of Shepparton Show Me assets for this event.

CARRIED

8.3 Shepparton Agricultural Society Inc – Shepparton Show sponsorship application

Moved: Dean Rochfort

Seconded: Cherie Crawford

That the Shepparton Show Me Committee declines the Shepparton Show sponsorship proposal up to the value of \$5,000 exc GST.

CARRIED

Springnats/Autofest

Geraldine Christou provided further clarification on this item. Originally Alchemy advised that the cost of a top and tail add would be \$2,000 excluding GST, but there would be additional costs with respect of placement of the ad and this was the information that was requested by Rachael Sherlock.

At this stage no budget commitment has been made by the Committee for the placement of the TV advertisements.

Action: Acting Team Leader Marketing and Promotions to discuss further with Alchemy.

Barry Smith left the meeting at 9:25am

9. Correspondence outwards.

9.1 Letters

- GSCC Councillors, financial restrictions on 2012-2013 SSM Budget.
- GSCC Internal Audit committee, requesting a meeting with the committee.
- Radek Sali, Thankyou letter

Action: Acting Team Leader Marketing and Promotions:

- *To advise that the Shepparton Show Me Committee wish to meet with the Shepparton Audit Committee to discuss the audit review and budget and request an hour for this discussion on the 12 September 2012.*
- *To confirm details of the letter that was sent to Radek Sali as it was believed the letter circulated was this first draft.*

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Moved: Tristen Murray

Seconded: Shelley Sutton

That the Shepparton Show Me Committee receive and note the inward and outward correspondence.

CARRIED

12. Team Leader Marketing and Promotions Report

12.1 SSM Promotional Calendar 2012/13

The current calendar of events provided lists events up to Nov/Dec and need to plan for Christmas events.

The Food Glorious Food is scheduled for September but is dependent upon the mobile stage completion.

Action: Acting Team Leader Marketing and Promotions to add in monthly spread for the Motor City Promotion.

12.2 SSM Website

Peter Sutherland advised Tina Zappala that the 'mock up' art work for multiple devices on the website would be ready around the 27 August. Based on this date Michael McCorry and Rick Canobie from Council's IT department have estimated that they will have the site completed, uploaded to a development server and ready for approval by 28 September. Also need to allow for a short period of tweaks and extra polish based on feedback, once approved we can move it to the live, production environment in October.

12.3 Marketing Strategy

This has been received from Alchemy.

Action: Acting Team Leader Marketing and Promotions to meet with Geraldine Christou to review the strategy and to arrange a meeting with Alchemy to provide feedback. The Strategy will then be distributed to the SSM Committee.

12.4 Winter Market

The TV commercial has been approved and will commence airing this Sunday, along with radio scripts. Geoff Hay has done a fantastic job pulling this event together to be held on the 24-25 August. Feedback from last year's event was that it was too costly for the entertainment provided, that is why this year the main focus will be that this is FREE, therefore allowing more spend with the retailers.

Not all stall holder space has been taken up and Geoff Hay has been working to attract additional stall holders, but unfortunately some retailers are just not able to commit staff and resources for this.

Please note that the Winter Market Steering Committee is disappointed that the mobile stage will not be ready, as they wished to use this to showcase the fantastic local talent we have.

12.5 KidsFest 2012

The breakdown of the budget of \$15,000 has been approved and there is \$5,000 worth of Shepparton Show Me dollars.

Kris Muir is currently working on the brochure design which should be finalised by the end of the week, for printing by Prominent Press and following this the tvcs will be progressed next.

Action: Acting Team Leader Marketing and Promotions to clarify how the Shepparton Show Me dollars will be allocated.

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12.6 Garden and Leisure Expo

Tom Garrett of Rotary is co-ordinating the balance of advertising with Andrew Pogue from the Shepp News. Tina Zappala received the first budget breakdown of this event and will now work with Alchemy, Andrew Pogue & Tom Garrett to finalise this.

Maree Glasson from the Visitor Information Centre has been advised that we have two Shepparton Show Me cows which can be used at the event, and they could also utilise Shepparton Show Me banners and marquee and mobile stage if ready.

12.7 Shine a Light Campaign – Sub Committee Update

Notes of the Sub-Committee Meeting held on the 1 August 2012 and correspondence from Alchemy dated 26 March 2012 to stakeholders (plumbing supplies) was tabled at the meeting.

The Sub-Committee requested information from the 1 August 2012 meeting, which was to be provided by Alchemy by 10 August 2012 so that the matter could be discussed at the meeting today, but this has not been received.

Moved: Jamie Cox

Seconded: Bill Dowling

That the Shepparton Show Me Shine a Light Sub Committee meet next week with all relevant information from Alchemy with a recommendation to be prepared for consideration at a Shepparton Show Me Special Meeting to be held on the 29 August 2012.

CARRIED

Action: Acting Team Leader Marketing and Promotions to request information from Alchemy be provided prior to the Sub-Committee Meeting.

12.8 Zaidees Rainbow Treadmill Challenge Sponsorship

I understand a presentation was provided last month by Mr Turner. The Committee has now received the Sponsorship Application for the Z-24 Challenge for decision.

Action: Acting Team Leader Marketing and Promotions to advise Mr Turner.

Moved: Shelley Sutton

Seconded: Jamie Cox

That the Shepparton Show Me Committee declines the Zaidees Rainbow Treadmill Challenge sponsorship application.

CARRIED

12.9 Shepparton Show Me Reference Group Update

Advertisements were placed in the Shepp News on 20 and 27 July 2012. Applications closed on Friday, 3 August and will be reviewed with a report to go to the Ordinary Council Meeting on the 21 August 2012 for consideration and appointment of reference group members by the Council. Nine representative positions are available and 14 applications have been received.

The Terms of Reference does not exclude current committee members from nominating.

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12.10 Shepparton Show Me Year to Date Financial Report

Moved: Tristen Murray That the Shepparton Show Me financial report for 31 July 2012 be received and noted by the Shepparton Show Me Committee.	Seconded: Bill Dowling
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CARRIED

13. General Business

13.1 Economic Study

Moved: Tristen Murray Enquiries in relation to an Economic Development Study are made in relation to what grant funding opportunities are available for this.	Seconded: Dean Rochfort
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CARRIED

Action: Andrew Holloway, Council's Grant Officer to provide advice on this.

Christmas Campaign

Action: Acting Team Leader Marketing and Promotions to list for the next Shepparton Show Me Committee Meeting and provide information on what Council is currently planning, as well as information on what was provided in 2011.

14. Other

MEETING CLOSED 10.10AM

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 19 September 2012
8.00am to 10.00am
Council Boardroom