# SHEPPARTON SHOW ME SPECIAL COMMITTEE MEETING

MEETING MINUTES
WEDNESDAY 29 AUGUST 2012, 8:00AM-9:00AM
COUNCIL BOARDROOM



Meeting opened: 8:04am

- **1.1 Members present:** Cr Cherie Crawford (Chair), Shelley Sutton (Deputy Chair), Dean Rochfort, Gerard Michel, John Montagner, Barry Smith, Jamie Cox.
- 1.2 Members not present: Barry Smith and Gerard Bruinier
- 1.3 In attendance: Geraldine Christou Manager Investment Attraction, Peter Mangan Acting Director Business, Peter Sutherland and Michael Diffey Alchemy Media, Tina Zappala Acting Team Leader Marketing & Promotions
- 2. Apologies: Bill Dowling (Secretary) and Tristen Murray (Treasurer)

Moved: Jamie Cox Seconded: John Montagner

That the apologies of Bill Dowling and Tristen Murray be accepted.

CARRIED

### 3. Declarations of Conflict of Interest

Nil.

#### 4. Presentations

#### **Tourism Greater Shepparton - Official Visitors Guide Advertisement**

Alchemy Media advised the Committee the advertisement would highlight retail shopping in Shepparton and include the Shepparton Show Me branding.

#### Shine a Light selection criteria and nomination form

Alchemy Media briefed the Committee on the two options for promoting Shine a Light Nominations. Their preferred option is a 15 second specific commercial, rather than adding a line to the currently placed commercials.

9:25am – Peter Sutherland and Michael Diffey left the meeting.

# 5. Tourism Greater Shepparton - Official Visitors Guide Advertisement

The Committee agreed that Alchemy produce the advertisement for the Tourism Greater Shepparton Official Visitors Guide Advertisement.

Moved: Jamie Cox Seconded: Gerard Michel

That the Shepparton Show Me Committee agree to Alchemy Media designing a Shepparton Show Me advertisement for the Tourism Greater Shepparton – Official Visitors Guide to the value of \$240 excluding GST as presented.

**CARRIED** 

Action: Acting Team Leader Marketing & Promotions to advise Alchemy to create advertisement.

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## 6. Shine a Light selection criteria and nomination form

Jamie Cox gave an outline of the discussions at the Sub Committee Meeting and the proposed nomination form which would require:

- a photo of the business with the step up sticker in the window
- 100 words or less on how the business has stepped up to provide a fantastic customer experience
- advise how the increased service level contributes to Shepparton Show Me's objective to draw consumers from outside Shepparton.

Moved: Jamie Cox Seconded: Cr Geoff Dobson

That the Shepparton Show Me Committee endorse the Shine a Light Campaign Sub Committee's recommendation to adopt and proceed, with the exact selection criteria to be developed further and nomination form as presented.

**CARRIED** 

**Moved**: Jamie Cox **Seconded:** Cr Geoff Dobson

That the Shepparton Show Me Committee accepts the Shine a Light Nomination proposal as presented by Alchemy Media up to the value of \$740 excluding GST.

CARRIED

Action: Acting Team Leader Marketing & Promotions to:

- advise Alchemy of the decision
- distribute the Nomination Form to all stakeholder businesses via email and hard copy mail if email addresses not known
- advise businesses that had complained about the nomination criteria
- further develop the selection criteria

**MEETING CLOSED: 8:58am** 

**CONFIRMED** 

**CHAIR** 

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