

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 That the apologies of Bill Dowling and Tristen Murray be accepted.	Seconded: John Montagner
---	---------------------------------

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 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.	Seconded: Gerard Michel
---	--------------------------------

CARRIED

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

