

**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**

MONDAY 17<sup>th</sup> JUNE 2019, 5.30PM – 7.30PM

PERTA THOMSON PARTNERS. 140-142 WELSFORD ST, SHEPPARTON.



**Meeting opened: 5:30pm**

**1. Meeting attendance:**

**1.1 Committee attendees:**

**Shane Sali (Chair), Andrew Pogue, Kristina Marko, Cr Les Oroszvary, Geraldine Christou, Helen Sofra, Stephen Schneider, Simon Quattrocchi, Fiona Le Gassick, Anthony Nicolaci and Mat Innes-Irons.**

**1.2 Committee member not in attendance: Cr Dinny Adem**

**1.3 In Attendance:**            **Laura Church**            Minutes - SSM Administration Officer  
                                         **Bonnie McIntosh**        Place Manager - Greater Shepparton City Council

**1.4 Not in attendance:**

<b>John Anderson</b>	Shepparton Chamber of Commerce and Industry
<b>Ross Graham</b>	Tourism Greater Shepparton

**2. Apologies:                    John Montagner and Olivia Smith**

**RECOMMENDATION**

That the apologies of John Montagner and Olivia Smith be noted.

**Moved: Geraldine Christou**

**Seconded: Kristina Marko  
CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Me Ordinary Meeting held on Monday 20<sup>th</sup> May 2019 as circulated, be confirmed.

**Moved: Helen Sofra**

**Seconded: Andrew Pogue  
CARRIED**

**4. Declarations of Conflict of Interest**

In accordance with Sections 77A, 77B, 78 and 79 of the Local Government Act Committee Members are required to disclose a "conflict of interest" in a decision if they would receive, or could be reasonably perceived as receiving a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

**Disclosure must occur immediately before the matter is considered or discussed.**

- Nil

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**5:35pm**

**5. Correspondence**

**5.1 Correspondence Inwards**

5.1.1

**5.2 Correspondence Outwards**

5.2.1	Sponsorship approval letter - NerdMania	23 May 2019
5.2.2	Response letter – TGS re: SSM Voting rights	28 May 2019
5.2.3	SSM ENewsletter	14 June 2019
5.2.4	Email correspondence re: SSM EOFY additional funds allocation (SSM Committee members)	

**RECOMMENDATION** – That the correspondence be accepted.

**Moved: Simon Quattrocchi**

**Seconded: Geraldine Christou  
CARRIED**

**5:40pm**

**6. Partnership Application**

6.1 Lady Boss Events

Amanda McCulloch  
Co-Founders  
Lady Boss Events

3 partnership opportunities:

- Lady Boss Conference – seeking \$15,000
- Lady Boss – Shepparton Event (Eastbank) – seeking \$30,000
- Lady Boss – Shepparton & Geelong Event – seeking \$50,000

**6:00pm**

**7. Guest Speaker**

Lou Perta  
Director  
Perta Thomson Partners

**6.10pm**

**8. Reports**

8.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Loaded to Google Drive

8.2 Economic Development update

Anthony Nicolaci

- Loaded to Google Drive

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8.3 Place Manger update

Bonnie McIntosh

- Loaded to Google Drive

8.4 Shepparton Chamber of Commerce and Industry update

John Anderson

- Loaded to Google Drive

**RECOMMENDATION –** That the June reports be accepted.

**Moved: Geraldine Christou**

**Seconded: Simon Quattrocchi  
CARRIED**

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**6:20pm**

**9. 2018/19 Marketing Plan**

Mat Innes-Irons

9.1 Database Update process and quotation

**ACTIONS ARISING –**

- SSM committee to provide feedback in relation to the database update proposal.
- Laura and Fiona to collate the feedback from the SSM committee and provide a brief to Clubworks.

9.2 EOFY campaign update

Mat Innes-Irons

- The TVC is now finalised and will air this week

9.3 2019-2023 SSM Marketing Plan next steps

Fiona Le Gassick

- Meeting to be organised in the next week to run through the updated document
- The aim is to get consensus on the marketing plan document for committee endorsement at the July meeting
- Following the July meeting, the marketing plan will be presented to the Councillors then will go to the August or September meeting for Council endorsement
- Then SSM need to determine the budget allocation

**ACTIONS ARISING –** Laura to arrange a meeting for the 2019-2023 SSM Marketing Plan. Date TBC.

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6:50pm

**10. Financial report**

10.1 Monthly Financial report

Kristina Marko

- Loaded to Google Drive
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**Monthly Spend - May 2019**

Annual Budget Breakdown	May-19
Marketing	\$ 11,190.92
Events	\$ 150.00
Sponsorship	\$ 38,380.00
Operational	\$ 20,134.81
Member Communication	\$ 1,770.00
<b>Total:</b>	<b>\$ 71,625.73</b>

Expenses Allocated	
Marketing	\$ 371,379.26
Events	\$ 90,000.00
Sponsorship	\$ 148,300.00
Operational	\$ 195,648.70
SSM member communication	\$ 14,000.00
<b>Total Expenses Allocated</b>	<b>\$ 819,327.96</b>
<b>Total Funds Available</b>	<b>\$ 19,672.04</b>

**RECOMMENDATION** – That the May 2019 financial report be accepted.

**Moved: Andrew Pogue**

**Seconded: Simon Quattrocchi  
CARRIED**

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to members of the public for the discussion of sponsorship funding.

**Moved:**

**Seconded:**

10.2 Quotations

Kristina Marko

**ACTIONS ARISING –**

- **Uniforms:** Laura to arrange purchase of uniforms without branding for the SSM committee.
- **Marquee:** Purchase 6x3 marquee. Laura to arrange the design with Council’s Graphic Designer

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**7:00pm**

**11. Partnership discussions**

11.1 Lady Boss Event

**ACTIONS ARISING:** To communicate with Lady Boss Events the committees preference to proposal one – Lady Boss Conference.

To create a working group to work with Lady Boss Events to develop.

Table partnership discussion for Lady Boss Event until July ordinary committee meeting for a decision regarding partnership.

**Working group:** Stephen Schneider, Fiona Le Gassick, Mat Innes-Irons and Shane Sali.

**ACTION:** Arrange meeting with Lady Boss and the working group within 2 weeks.

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be re-opened to members of the public.

**Moved:** Cr Les Oroszvary

**Seconded:** Kristina Marko

**7:10pm**

**12. General Business**

12.1 Letter to Alchemy Media

**ACTION ARISING –** Laura to draft a formal letter to Alchemy Media addressing the committees concerns regarding the use of stock images in SSM campaigns.

**General discussion:**

**ACTION ARISING –** Mat to follow up with Olivia regarding committee eligibility.

**Meeting closed at: 7:23pm**

**NEXT ORDINARY MEETING:**

MONDAY 15<sup>th</sup> JULY 2019

LOCATION: COUNCIL BOARDROOM