

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 17th SEPTEMBER 2018, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened: 5:35pm

1. Meeting attendance:

1.1 Committee attendees:

Simon Quattrocchi (Chair), Cr Shelley Sutton, Andrew Pogue, Kristina Marko, Fiona Le Gassick, Shane Sali, Anthony Nicolaci, Mat Innes-Irons, Helen Sofra, John Montagner and Stephen Schneider.

1.2 In Attendance: **Ross Graham (Tourism Greater Shepparton)**
Tim Russell (Place Manager – Greater Shepparton City Council)
Laura Church (Minutes)

2. Apologies: **Cr Les Oroszvary, Geraldine Christou, Chris Reisner and Olivia Smith.**

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Geraldine Christou, Chris Reisner and Olivia Smith be noted.

Moved: Kristina Marko

Seconded: John Montagner
CARRIED

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 27th August 2018 as circulated be confirmed.

Moved: Helen Sofra

Seconded: John Montagner
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



5. Correspondence

5.1 Correspondence Inwards

5.1.1

5.2 Correspondence Outwards

5.2.1 Sponsorship decline letter – Kialla Golf Club Par 3 Competition – 30 August 2018

5.2.2 Sponsorship approval letter – Fairfax Events and Entertainment – 30 August 2018

5.2.3 Sponsorship approval letter – Greater Shepparton City Council – 30 August 2018

5.2.2 Letter to Paul Lelliott re: Invoice 77478 – 6 September 2018

5.2.3 SSM Monthly eNewsletter – 15 September 2018

RECOMMENDATION – That the correspondence be accepted.

Moved: Helen Sofra

**Seconded: Andrew Pogue
CARRIED**

6. Guests speakers

5:40pm

6.1 Fryers Street Food Festival

Lisa Rees and Stacey Anderson
Contractors
Love Your Local Twilight Markets

- Event date: Saturday 17th November, 2018
- Stacey mentions the time of the event has changed to 5:00pm to 11:00pm
- Fryers street road closure from 12 noon
- Street closed from Wyndham street and extended to include Friar's Cafe,
- Mall similar to last year
- Trader information meeting
- Live Music on road at top of Mall, also at Wyndham street end
- Different 'zones' to create atmosphere, string lights, stalls galore,
- Restaurants encouraged to trade on the street
- SSM vendors receive a 10% discount
- Expect 40-42 vendors, up from 37 last year
- Advertising will consist of radio, television, Print (flyers, corflute and posters), print media (magazines and newspapers), electronic billboard and static billboards.
- Tim suggests using the Aussie advertising board rather than a VMS

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- Fiona suggests approaching the Aussie and asking for their advice regarding closing off the street, they may be able to assist
- Anthony says Tim will set up a meeting for more discussion

7. Sponsorship proposal

5:50pm

7.1 CBD Fun Saturdays

Tim Russell
Place Manager
Greater Shepparton City Council

- Regular monthly program of activations for the CBD on the second Saturday of each month
- Doesn't compete with Shepparton / Mooroopna market weekends
- An extension of the CBD Fun brand
- CBD Fun School Holidays – currently funded by Economic Development
- CBD Fun Christmas- currently funded by Economic Development
- CBD Fun Saturdays
- Core component of CBD Marketing
- Following trend of activation and activities as marketing initiatives by commercial precincts
- The activity IS the marketing strategy
- Live Music; Produced by Jamie Lea Productions (Winter Sessions / Secret Garden Gigs). Two different acts each month from 10am-4pm
- Free children's interactive activity with a different activity each month
- Customisable to match with a key event or concept
- Delivered by a partner organisation for example: Enchanted Rainbow, Activities in the Park, Shepparton Show Me, Word and Mouth or RiverConnect
- Campaign goals – Increase visitation to the CBD, translate increased visitation into return visitation, Build on the existing program of activities and incorporate under the one umbrella brand identity of CBD Fun, Introduce more regularity and consistency to CBD activity, Complement ongoing events and activations designed to activate the CBD and leverage from events
- Mat mention the Mooroopna Market is no longer running and suggests Tim approaching the organisers for suggestion for low and no cost activities
- Tim says we can add low/no cost activities. The feedback from the Traders is that they would like more consistent activity in the Mall
- Fiona suggests Activities in the Park
- Simon says we could have already approached SAM, Motor Museum or SPC. Simon thinks there is not enough variety or creativity with the current activities
- Anthony mentions there can be costs associated with this
- Fiona says we shouldn't discount it if there's costs involved – charging for the activity adds value to it
- Tim is happy to take that feedback on board. Tim is more than happy to talk with businesses and community groups
- Shelley suggests that it's not just weekends, weekdays are quiet also
- Shane thinks there is an opportunity for local food vendors to come to the Mall
- Anthony says his team can look at the local laws around this
- Tim mentions we need to be wary of conflicts



8. Reports

8.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

Marketing Strategy

The tender to develop the 2019-2023 SSM Marketing Strategy has been advertised and we received 6 submissions. At this point, three of the submissions have been shortlisted. The subcommittee have questions for each of the shortlisted applicants. Once the applicants have responded the subcommittee will meet again to decide on the successful applicant. The aim is to have the consultant appointed by the end of 2018 so the new strategy can help inform the SSM budget for 2019.

Creative Provider and Media Panel Tender

Tender closes on Wednesday (19th) at 5pm. 40 businesses have applied so far. The Creative Provider and media buying panel will be appointed in November.

Christmas Campaign

Mat has confirmed with Council's Governance Department that Alchemy can still oversee the 2018 Christmas campaign. Mat will deliver the campaign brief to Alchemy in the next week.

GTHH Tourism

There has been a series of meetings with people in the tourism industry, Councillors and senior leadership team and staff at Council who have provided their feedback and ideas on the tourism stage of the campaign. Those ideas are being collated at the moment.

Father's Day

Daggy Dad jokes were very well received. A few short "daggy Dad joke" videos were posted on our Facebook page which resulted in a high level of engagement with our audience. There were plenty of people tagging their friends on our posts and commenting with their own jokes. A winner was selected and taken on a \$500 shopping spree.

Spring Campaign

Alchemy will provide an update. A meeting at Alchemy will be scheduled in the next week to provide an update on the Spring Expo and Summer Styling with Lauren Phillips. Filming for both TVC's has been completed. Mat mentions Rex Hunt is fantastic and will be a great fit for the Spring Expo.

Christmas Decorations

Mat met with Wendy Crowe and John Anderson regarding Christmas decorations. They have some fantastic ideas. Mat was clear that SSM don't fund infrastructure but is happy to assist where possible.

Instagram

SSM now has an Instagram page. The Instagram page was created shortly before the filming of the TVC for the Summer Styling event. A Instagram story was created and photos were added of the filming of the TVC's with Lauren Phillips and Sam Ludeman – we were also able to mention/tag them in the posts which will help build our following as they have a large amount of followers. Mat suggests to the committee members who have Instagram to jump on and follow @SheppartonShowMe.



8.2 Economic Development update

Anthony Nicolaci

- Loaded to Google Drive
- Anthony plays Red Hill Video

EOI Process for Large Scale Music Event

- The successful applicant (Red Hill Entertainment) is happy to hold the festival at the Shepparton Showgrounds.
- Anthony mentions we are in the final stages of developing the MOU
- This festival has a 'Grooving the Moo' fell to it and is set to go ahead for November 2019 (Melbourne Cup weekend)
- Fiona mentions this promoter has a focus on regional events

8.3 Place Manger update

Tim Russell

Maude Street Mall redevelopment

To be discussed at tomorrow night's Council meeting.

8.4 TGS update

Ross Graham

- Not provided

RECOMMENDATION – That the reports be accepted.

Moved: Shane Sali

**Seconded: Kristina Marko
CARRIED**

9. Financial report

9.1 Monthly Financial report

Simon Quattrocchi

- Loaded to Google Drive
- Total budget \$839,000
- Total allocated \$741,000
- \$98,000 unallocated

RECOMMENDATION – That the August 2018 financial report be accepted.

Moved: Shane Sali

**Seconded: Helen Sofra
CARRIED**

10. General Agenda items

10.1 Christmas subcommittee update

Mat Innes-Irons



RECOMENDATION: To allocate \$50,000 toward the Christmas campaign as per the Christmas subcommittee recommendations;

- Carousel - \$10,000 (\$20,000 contribution from Economic Development -\$30,000 total cost)
- Blue Santa Show activation, production and media placement - \$40,000

ACTIONS ARISING – Mat to develop the Christmas campaign brief and provide to the committee via email.

Moved: Shane Sali

**Seconded: Kristina Marko
CARRIED**

10.2 Fryers Food Festival

All

ACTION ARISING – Mat to provide feedback to Love Your Local

10.3 Spring update/ Summer Styling

ACTION ARISING – Laura to arrange meeting with Alchemy Monday 25th September @ 5:30pm. Alchemy to provide and update on the Spring Expo and Summer Styling

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: John Montagner

Seconded: Cr Shelley Sutton

11. Sponsorship/ Partnership discussions

11.1 CBD Fun Saturdays

ACTION ARISING – Tim to gather feedback from the traders and re-present the information and ideas at an upcoming meeting.

Moved: John Montagner

**Seconded: Shane Sali
CARRIED**

11.2 Rewind on the River

Anthony Nicolaci

RECOMMENDATION: The committee approve \$20,000 per year (2 years + 1 year) from 2020.

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Moved: Simon Quattrocchi

Seconded: Kristina Marko

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: John Montagner

Seconded: Cr Shelley Sutton

CARRIED

Meeting closed at: 8:35pm

NEXT ORDINARY MEETING:

AGM

15th October 2018

LOCATION: To be confirmed