

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 21ST JANUARY 2019, 6.15PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened: 6:23pm

1. Meeting attendance:

1.1 Committee attendees:

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

1.2 Committee members not in attendance: Chris Reisner

1.3 In Attendance:

Ross Graham	Tourism Greater Shepparton
Carl Hainsworth	Shepparton Chamber of Commerce and Industry
Bonnie McIntosh	Events Officer - Greater Shepparton City Council
Laura Church	Minutes - SSM Administration Officer

2. Apologies: Cr Les Oroszvary, Geraldine Christou, Simon Quattrocchi and Olivia Smith.

RECOMMENDATION

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

Moved: Stephen Schneider

**Seconded: John Montagner
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 17th December 2018 as circulated be confirmed.

Moved: Andrew Pogue

**Seconded: Helen Sofra
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.

- **Anthony Nicolaci – Item 11.2 – 2020 UCI BMX World Cup**

5. Correspondence

5.1 Correspondence Inwards

- nil

5.2 Correspondence Outwards

5.2.1	SSM ENewsletter	21 December 2018
5.2.2	SSM Adviser column	23 December 2018
5.2.3		

RECOMMENDATION – That the correspondence be accepted.

Moved: Kristina Marko

**Seconded: Cr Dinny Adem
CARRIED**

6. Sponsorship Applications

6:20pm

6.1 Shepparton Auto Mechanika

Greg Maskell & Jim Andreadis
Shepparton Motor Museum

- Greg plays highlight video
- Shepparton Motor Mechanika is a month long display of the Shepparton Motor industry from 17th February to 17th March 2019.
- Greg mentions over 40 local businesses are involved. A list of businesses has been provided with sponsorship application
- Greg adds there will be demonstrations occurring at the Motor Museum over the month
- Fiona asks if they have considered other location for the demonstrations across Shepparton, perhaps the Maude Street Mall
- Anthony suggests the Summer City Market

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: Cr Dinny Adem

Seconded: Andrew Pogue

11. Sponsorship discussions

11.1 Shepparton Auto Mechanika

RECOMMENDATION – The committee approve the Shepparton Auto Mechanika sponsorship application to the amount of \$10,000.00 plus GST.

Conditions:

- To provide a more detailed marketing plan
- More detail in relation to activities or demonstrations at the event over the month long period
- Activation in the CBD

Moved: Cr Dinny Adem

**Seconded: Kristina Marko
CARRIED**

11.2 2020 UCI BMX World Cup

- Not discussed

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: Helen Sofra

Seconded: Andrew Pogue

CARRIED

- Cr Dinny departs the meeting at 6:50pm

7. Sponsorship acquittals

6:50pm

7.1 Shepparton Runners Club

Liz Connick
Project Manager
Shepparton Running Festival

- Acquittal report loaded to Google Drive

7:70pm

7.2 Spring Expo/Summer Styling

Peter Sutherland
Director
Alchemy Media

- Acquittal reports loaded to Google Drive

8. Reports

8.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Loaded to Google Drive

Christmas Campaign

The introduction of the Christmas Carousel was very successful. Running into January was a good choice also as it was constantly in use. (Side note – adding some “Carousel” music would enhance the experience).

The Blue Santa Show ran for 16 days at various locations. As the shows progressed, attendances became larger. Saturday shows in the Mall were most popular with 160 people at the December 22 show.

Facebook was the tool to find where each show would be and what time. While data collected shows some CBD shows were attended by some 20% just happened to be in the Mall, other shows like Emerald Bank and Home had close to 100% of attendees looking up on Facebook.

3 versions of the “Santa’s Coming” video were made which was a good addition as we had many families who followed the shows.

Thanks to The Enchanted Rainbow for the use of the spinning wheel.

The Fun Starts Here

The winning family of the Spring online competition are from Bendigo and in Shepparton right now. They have family accommodation at Courtyard Motor Inn, dinner at RSL and vouchers from I-Play, Go Jump, Star Bowl, Riverside Mini Golf, Aquamoves, Kidstown and Shepparton Motor Museum.

8.2 Economic Development update

Anthony Nicolaci

- Loaded to Google Drive

8.3 Place Manger update

Bonnie McIntosh

Maude Street Mall Christmas Activation:

Council’s Economic Development Department provided free activities and events throughout December as part of its CBD Fun program for Christmas. This year the centrepiece of the program was a carousel which operated in the Maude Street Mall between December 1 2018 and January 5 2019 except Christmas Day. The activity attracted 10,992 people over the 35 days of operation.

Other activities throughout December included:

- Pop Up Christmas Photo Booth
- Live Musical Entertainment
- Community Choirs and Carols
- Community Group Performances
- Charity Gift Wrapping
- Face Painting & Roving Entertainers

TAC also hosted a Christmas themed campaign activation on Saturday 22 December. They reported they had been in Bendigo the day before and received more interaction here in Shepparton.

They reported similar feedback with another Christmas campaign that was activated at the 2018 Shepparton Carols by Candlelight. We will follow up on this to ensure Shepparton are on their radar for future campaign activations.

January School Holidays Activation:

Council's CBD Fun School Holiday program is still underway with 3 days a week of free kids activities throughout the month of January. Unfortunately due to multiple consecutive days of extreme weather last week two days were cancelled. We are currently working with the activity providers to reschedule these two days.

OPTUS has had their inflatable dartboard in the mall three times throughout December and January which has been a great compliment to the other activities.

February Maude Street Mall Activation:

Bonnie has been making some enquires in relation to a Valentine's Day activation and rescheduling the cancelled January activities to February. Summer City market is also on this month.

Telstra Tower – February Works

The Telstra Tower will undergo essential works from Monday 4 – 15 February by DECON Technologies. This works required the complete closer of this precinct including the 7 carparks directly in front of the tower, gate to Tower Arcade locked and the public toilets will be unavailable and replaced by temporary toilets near Taking Shape in Fraser Street. A letter to businesses will be distributed around the CBD Friday 25th January with Council's February Place Managers Update.

Summer City Market Update:

Organisation is well underway for the Summer City Market 22 - 23 February, 9am – 7pm and 9am – 4pm. Bonnie and Mat have been following up lots of leads and working on the following unique ideas:

- Fresh produce precinct
- Dunking machine
- Water Slide
- Eating Competition

After consultation with Alchemy Media a rebrand was discussed however due to the tight time line this will be revisited before Winter City Market.

Riverlinks:

Bonnie has a meeting with Riverlinks next week to discuss opportunities to leverage off potential shows. For example Deadly 60 Downunder (Saturday 19 January) where approached at the end of 2018 however Steve Backshall's agent advised that his schedule is packed with 45 shows in 4 weeks however would be interested in the future with earlier consultation.

Maude Street Mall Redevelopment:

Council are in the process of creating a tender document for the detailed design and business case development for the project in order to provide more detail on the timelines, cost and final design of the redevelopment.

Culture Corner:

Culture Corner will take place the first Saturday on every month in the Made Street Mall with the initial launch scheduled for Saturday 2 March. Bonnie is currently working the Council's Marketing and Communications department on creating artwork. Each month the community group/culture will be provided with \$500 as an incentive to get involved and Bonnie is working hard to get each month for 2019 booked in advance.

8.4 TGS update Ross Graham

- No update

8.5 Chamber update Carl Hainsworth

- **Best dressed window competition:** Chamber provided Christmas themed window decals to the CBD traders. Carl reports 60% participation from traders
- **Christmas 2018/Carousel activation:** Carl mentions the carousel was a great activation and suggests it would be a good idea to do this again in 2019. Carl mentions he has spoken with many traders and they reported overall they were up in sales in comparison to the previous year. Carl also acknowledges the January tennis events being held in Shepparton have extended the shopping period, which is great
- **Summer City Market:** The Chamber has leased the top 2 levels of the multi-deck (Care Park) for the Summer City market. The Chamber offer free parking on the top 2 levels for a 3 hour period. Carl would like this to be included in the promotion of the Summer City Market

ACTION: Bonnie and Mat to liaise with Alchemy to include 'free parking in the Multi-deck car park for three hours over the Summer City Market period. (Chamber initiative)

- Fiona mention the messaging must be clear as there was some confusion last year. Some people mistakenly thought it was free parking for the whole CBD

ACTION – Table the December 2018 reports to the February meeting to be accepted. (No quorum)

9. Financial report

9.1 Monthly Financial report Simon Quattrocchi

- Loaded to Google Drive
- Report not accepted due to lack of voting committee member

ACTION – Table the December 2018 financial report to the February meeting. (No quorum)

10. General Agenda items

10.1 Campaign Brief – Shop in Shepparton Mat Innes-Irons

- Not discussed

ACTIONS ARISING – Table for February meeting

10.2 Campaign Brief – Industry and Service Providers Simon Quattrocchi

- Not discussed

10.3 Winter Festival working group update Anthony Nicolaci

- Subcommittee met last week
- Initial concepts: Ice skating, snow, low or no cost activities in the CBD.
- Anthony mentions the Shepparton Winter Arts Festival will tie in, which is being presented to the SSM committee in February

10.4 Second Music Festival update Anthony Nicolaci

- Anthony provides some background on the on the proposal of a second music festival
- Anthony mentions he has provided feedback to the promoters (100% Events). It has been decided to park this for now and perhaps make contact again with them at a later date

10.5 March Ordinary meeting

- Not discussed

ACTIONS ARISING – Laura to send an email to the committee in regards to pushing the SSM March ordinary committee meeting back one week, to be held Monday, 25 March 2019, seeking the approval of the committee for the date change.

Please note: The event 'An Evening with Sir Bob Geldof' (sponsored by SSM) will be held on Monday, 18 March 2019.

12. General Business

12.1 Acquittals

- Fiona mentions the acquittal reports from Alchemy do not have enough information and adds a new acquittal template needs to be developed for partnerships

ACTION: Fiona to develop a new template for partnership acquittals. Laura to provide the new template to Alchemy.

12.2 Attendance at SSM committee meetings

- Fiona mentions SSM is at a point where we need to review the committee guidelines due to lack of attendance at meetings. Over the last 6 months there have been a few instances where the monthly meeting had to be cancelled due to lack of voting members in attendance
- Fiona adds perhaps the attendance of meetings should be recorded in the annual report

ACTION: SSM Committee guidelines to be reviewed and amended.

Meeting closed at: 8:34pm
NEXT ORDINARY MEETING:
18th FEBRUARY 2019
LOCATION: Council Boardroom