

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 27th AUGUST 2018, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened: 5:38pm

1. Meeting attendance:

1.1 Committee attendees:

Simon Quattrocchi (Chair), Cr Les Oroszvary, Anthony Nicolaci, Mat Innes-Irons, Chris Reisner, Helen Sofra, John Montagner, Stephen Schneider and Olivia Smith.

1.2 In Attendance: Carl Hainsworth (Shepparton Chamber of Commerce & Industry)
Ross Graham (Tourism Greater Shepparton)
Tim Russell (Place Manager – Greater Shepparton City Council)
Laura Church (Minutes)

2. Apologies: Cr Shelley Sutton, Geraldine Christou, Andrew Pogue, Kristina Marko, Fiona Le Gassick and Shane Sali

RECOMMENDATION

That the apologies of Cr Shelley Sutton, Geraldine Christou, Andrew Pogue, Kristina Marko, Fiona Le Gassick and Shane Sali be noted.

Moved: Cr Les Oroszvary

**Seconded: Chris Reisner
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 16th July 2018 as circulated be confirmed.

Moved: Cr Les Oroszvary

**Seconded: Simon Quattrocchi
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

- Nil

5.2 Correspondence Outwards

5.2.1 Adviser monthly column – 18 July 2018

5.2.2 SSM Monthly eNewsletter – 20 July 2018

5.2.3 Adviser monthly column – 22 August 2018

5.2.4 4x letters: Appointment to the SSM Committee – 24 August 2018

RECOMMENDATION – That the correspondence be accepted.

Moved: Cr Les Oroszvary

Seconded: Helen Sofra
CARRIED

6. Guest Speakers

5:40pm

6.1 Victorian Chamber of Commerce and Industry

Edwina Dooley
Regional Manager
Victorian Chamber of Commerce and Industry

- Edwina distributes flyers to the committee regarding membership packages with the Victorian Chamber of Commerce and Industry
- Edwina informs the committee of the membership packages
- John asks if membership with the Shepparton Chamber of Commerce different to a membership with the Victorian Chamber of Commerce
- Carl says if you have a membership with the Shepparton Chamber of Commerce it is the 'essentials' membership with the Victorian Chamber of Commerce and Industry. If you would like to upgrade to a 'complete' or 'connect' membership, you only pay the difference



7. Sponsorship applications/partnerships

6:00pm

7.1 Challenge Shepparton 2018

Kane Osler
Senior Manager - Events
Fairfax Media Events & Entertainment

Presentation loaded to Google Drive

- Kane introduces himself and Tom Mitchell
- Kane mentions he was involved in organising the first Challenge Triathlon event a years ago
- Kane also mentions Fairfax Events and Entertainment have taken over the event from McPherson Media
- There have been 450 entrants so far which is up by over 100 at the same time last year
- The aim is to increase participant and spectator number as well as a focus on promoting Shepparton to the Triathlon community
- Kane mentions they also run a regional cycling event as well as Challenge Melbourne
- Seeking \$25,000.00

6:10pm

7.2 Kialla Gold Club Par 3 Competition

Morry McKellar
Event Organiser
Kialla Golf Club

- Morry is representing the Kialla Golf Club
- Morry sponsorship application is for a Par 3 Golf Competition from the 1st-22nd of December to be held at Emerald Bank
- Morry is in the process of securing 20 major sponsors
- Each sponsor would contribute \$850 to the major prize which would total \$17,000. The winner would select a prize from the participating sponsors to the value of \$17,000. The winner can select from multiple sponsors if they wish
- Seeking \$4,500.00

6:20pm

7.3 Soccer Event Partnership

Sam Saracino
Sports Events Officer
Greater Shepparton City Council

Presentation loaded to Google Drive

- Sam mentions Council have secured a three year partnership with Melbourne City. In 2018 there will be a preseason friendly match between Melbourne City and Western Sydney Wanderers. Opponents will be confirmed for the 2019 and 2020 preseason matches
- The match will be held on Friday 12 October at the Community Football Complex with an estimated crowd of 2,500 people
- The match will be the final preseason match before the 2018-19 season commences the following week



- Advertising will consist of town entry signage, radio and print advertising, social media, event posters and signage
- Activation in Melbourne and also locally
- Seeking \$25,000.00 over three years (2018 - \$10,000.00, 2019 - \$7,500.00 and 2020 - \$7,500.00)

8. Marketing proposals

8.1 CBD Fun Saturday's Tim Russell
Place Manager
Greater Shepparton City Council

- Tim is proposing regular monthly programs of activation for the CBD. The second Saturday of each month
- It is an extension of the CBD Fun brand. Currently Economic Development fund CBD Fun in the school holidays and during the Christmas period
- Tim is suggesting to have live music, two acts a month from 10am – 4pm. Free children's interactive activities – different activities each month based on key events perhaps delivered by Enchanted Rainbow, Activities in the Park, SSM, River Connect and Word & Mouth
- Tim mentions the branding is customisable as it is all done internally at Council (eg: Halloween, Footy Finals etc.)
- Goals – more retail traffic, return visitation, regularity and consistency to CBD activity and to compliment ongoing activities or campaigns
- Seeking \$20,000.00 – Economic Development would also contribute \$10,000.00

9. Reports

9.1 SSM Marketing Co-ordinator report Mat Innes-Irons

- Loaded to Google Drive

9.2 Economic Development update Anthony Nicolaci

- Loaded to Google Drive

9.3 Chamber update Carl Hainsworth

- **Mastin** - Carl mentions how fantastic Reece Mastin was. A great event which thankfully had great weather too.
- **Business Awards** – The Chamber have received many fantastic nominations, particularly for the SSM Marketing Award
- **Winter City Market** – The Chamber leased the top two levels of the Care Park (Multi Deck Car Park) for the Winter City Market. Care Park cleaned and painted which improved the car park dramatically. Carl mention they recorded 320 cars utilising the free parking, which is very successful. Carl is in contact with Care Park regarding free parking over the Christmas period as well. Carl adds he was disappointed that this wasn't included in the SSM marketing campaign for the Winter City Market
- **AGM** – 14 September upstairs at the Aussie Hotel from 6pm – 8pm. Guest speaker Prashant Iyer.



9.4 TGS update

Ross Graham

- **Grassroots Guide to good grub in the Goulburn Valley** – This is done under the 'Pick My Project' process. TGS would produce a much needed guide to all food producers and venues in the GV. It would be available online and also in printed format. It can be used as marketing collateral to use in businesses. The application is for \$67,000.00. Ross encourages the committee members to vote online.

RECOMMENDATION – That the reports be accepted.

Moved: Chris Reisner

**Seconded: Helen Sofra
CARRIED**

10. Financial report

10.1 Monthly Financial report

Chris Reisner

- Loaded to Google Drive

RECOMMENDATION – That the July 2018 financial report be accepted.

Moved: Cr Les Oroszvary

**Seconded: Chris Reisner
CARRIED**

11. General Agenda items

11.1 Christmas subcommittee update

Simon Quattrocchi

- Not discussed

11.2 Spring subcommittee update

Mat Innes-Irons

ACTION: Alchemy to do presentation at the September meeting

11.3 Tender process update

Simon Quattrocchi

ACTIONS ARISING – Fiona to seek advice from Council's Governance department or Procurement department regarding the possibility of amending wording. Fiona to provide an update to the committee via email to provide clarification on Tuesday 28th August.

Moved: Helen Sofra

**Seconded: Simon Quattrocchi
CARRIED**

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11.4 SSM Marketing Strategy update

Mat Innes-Irons

- **Not discussed**

11.5 Marketing Strategy Assessment Panel

RECOMMENDATION– The following committee members form the Marketing Strategy Assessment Panel: Andrew Pogue, Stephen Schneider, Anthony Nicolaci, Olivia Smith, Simon Quattrocchi, Fiona Le Gassick and Mat Innes-Irons.

Moved: Helen Sofra

**Seconded: John Montagner
CARRIED**

11.6 Winter Festival 2019

Anthony Nicolaci

RECOMMENDATION/ ACTIONS ARISING – SSM committee members to join current Winter Festival working group.

ACTION: Anthony to draft an email with more information and circulate to the SSM committee for volunteers.

Moved: Helen Sofra

**Seconded: John Montagner
CARRIED**

11.7 Music EOI update

Anthony Nicolaci

RECOMMENDATION/ ACTIONS ARISING – Anthony Nicolaci (Manager - Economic Development) and his team to investigate a second event.

ACTION: Play Red Hill video clip at the September meeting (TRIM: 2018/45801)

Moved: Cr Les Oroszvary

**Seconded: Chris Reisner
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: Cr Les Oroszvary

**Seconded: Chris Reisner
CARRIED**



12. Sponsorship discussions

12.1 Challenge Shepparton 2018

RECOMMENDATION/ ACTIONS ARISING – The committee approve sponsorship to the amount of \$20,000.

ACTION: Request Fairfax Events & Entertainment calendar of events.

ACTION: Circulate list of events to the committee – to be discussed further at the September Ordinary meeting.

Moved: Chris Reisner

**Seconded: John Montagner
CARRIED**

12.2 Kialla Gold Club Par 3 Competition

RECOMMENDATION – The committee decline the Kialla Gold Club Par 3 Competition sponsorship application.

- The committee would like to offer Kialla Golf Club offer in kind support of the SSM assets. -Mobile stage [subject to availability] and promotion via Enewsletter, the Adviser column and website.

Moved: Chris Reisner

**Seconded: Helen Sofra
CARRIED**

12.3 Soccer Event Partnership

RECOMMENDATION– The committee approve the sponsorship/partnership application for the amount of \$25,000.00 (2018 - \$10,000.00, 2019 - \$7,500.00 and 2020 - \$7,500.00).

Moved: Cr Les Oroszvary

**Seconded: Chris Reisner
CARRIED**

12.4 CBD Fun Saturday's

RECOMMENDATION/ ACTIONS ARISING – Committee members wishing to provide ideas or feedback regarding the CBD Fun Saturday's proposal will send an email to Tim Russell.

ACTION: Table this item on the September Ordinary Meeting agenda

Moved: John Montagner

**Seconded: Chris Reisner
CARRIED**

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: Chris Reisner

Seconded: Cr Les Oroszvary

CARRIED

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COUNCIL BOARDROOM



Meeting closed at: 8:28pm

NEXT ORDINARY MEETING:
MONDAY 17th SEPTEMBER 2018
LOCATION: COUNCIL BOARDROOM