

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 16th JULY 2018, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened: 5:32PM

1. Meeting attendance:

1.1 Committee attendees:

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

1.2 In Attendance: Laura Church (Minutes)

1.3 Not in Attendance: Kruz Patel

2. Apologies: John Montagner, Carrie Donaldson, Chris Reisner and Anthony Nicolaci

RECOMMENDATION

That the apologies of John Montagner, Carrie Donaldson, Chris Reisner and Anthony Nicolaci be noted.

Moved: Helen Sofra

**Seconded: Kristina Marko
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 21st May 2018 as circulated be confirmed.

- Please note: The June meeting was cancelled.

Moved: Cr Shelley Sutton

**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.

- Nil



5. Correspondence

5.1 Correspondence Inwards

5.1.1 Email from Liz Connick re: Sponsorship – Shepparton Running Festival

- Responses from voting committee members saved to Google Drive

5.1.2 Sponsorship Acquittal - Albanian Harvest Festival 2018

5.2 Correspondence Outwards

5.2.1 Adviser monthly column – 23 May 2018

5.2.2 SSM Monthly eNewsletter – 17 May 2018

5.2.3 Adviser monthly column – 20 June 2018

5.2.4 SSM Monthly eNewsletter – 29 June 2018

RECOMMENDATION – That the correspondence be accepted.

Moved: Andrew Pogue

**Seconded: Geraldine Christou
CARRIED**

6. Guest Speaker

5:40pm

6.2 New SAM

Thomas Lyle
SAM Project Manager
Greater Shepparton City Council

- Thomas provided an update around the timelines for construction of the new Shepparton Art Museum
- Thomas says they are developing the tender/contracting
- Expected completion date is June 2020. Opening October 2020.



7. Reports

7.1 SSM Marketing Co-ordinator report Mat Innes-Irons

EOFY

- Partnered with the Shepparton Chamber of Commerce to bring Reece Mastin to Shepparton to perform in the Mall
- 250 audience members

ACTION: Mat to follow up on the numbers for the shuttle bus between the three shopping precincts

- Mat comments the stage shows were successful and grew in popularity over the few days. Mat visited Marketplace, Riverside, Hunters Hardware, Home Central, Pentol Soaps. Vaughan Street (SPC Factory Sales) and the Maude Street Mall

Winter City Market

- Tim has sent out a spreadsheet with the number of stalls. Tim has managed to attract new businesses to participate

7.2 Economic Development update Geraldine Christou

- Uploaded to Google Drive

RECOMMENDATION – That the reports be accepted.

Moved: Shane Sali

Seconded: Andrew Pogue
CARRIED

8. Financial report

8.1 Monthly Financial report Simon Quattrocchi

RECOMMENDATION – That the May and June 2018 financial reports be accepted.

Moved: Helen Sofra

Seconded: Shane Sali
CARRIED



9. General Agenda items

9.1 Christmas subcommittee

Simon Quattrocchi

RECOMMENDATION: The following members for the SSM Christmas subcommittee.
Simon Quattrocchi, Helen Sofra, Shane Sali, Andrew Pogue, Tim Russell and Mat Innes-Irons.

Moved: Geraldine Christou

**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: Geraldine Christou

**Seconded: Shane Sali
CARRIED**

10. Sponsorship Discussion

10.1 Melbourne Cup Tour

- Email correspondence saved to Google Drive

RECOMMENDATION/ ACTIONS ARISING – The committee approved the Melbourne Cup Tour proposal via email on 6 July 2018 for the amount of \$3,500 plus GST.

ACTION: Tim to provide revised quote from Southern Cross Austereo.

Moved: Kristina Marko

**Seconded: Andrew Pogue
CARRIED**

11. 2018 Spring campaign

11.1 Spring subcommittee update

Simon Quattrocchi

RECOMMENDATION: The committee approve the Spring campaign proposal submitted by Alchemy Media. MOU to be developed.

ACTION: SSM Spring subcommittee to work with Alchemy to secure the appropriate talent

Moved: Helen Sofra

**Seconded: Cr Les Oroszvary
CARRIED**



12. Tender process

Simon Quattrocchi & Fiona Le Gassick

RECOMMENDATION: The committee approve to Tender for one creative production agency and a panel of media buyers.

Moved: Geraldine Christou

**Seconded: Shane Sali
CARRIED**

13. Marketing Plan

13.1 SSM Marketing Strategy

Fiona Le Gassick

- To be discussed at next ordinary meeting

13.2 Consultant Brief

Fiona Le Gassick

ACTION: The committee read and review the consultant brief and provide feedback by Friday 20 July.

ACTION: Laura to send out email to the committee

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: Shane Sali

CARRIED

Meeting closed at: 6:56pm

NEXT ORDINARY MEETING:

MONDAY 27th AUGUST 2018

LOCATION: HUNTER ROOM