

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 19th AUGUST 2019, 5.30PM – 7.30PM
COUNCIL BOARDROOM. 90 WELSFORD ST, SHEPPARTON.



Meeting opened: 5:34pm

1. Meeting attendance:

1.1 Committee attendees:

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

1.2 In Attendance: **Laura Church** Minutes - SSM Administration Officer
 John Anderson Shepparton Chamber of Commerce and Industry
Public gallery: **Zane Foott**
 Paul Bruce

1.3 Not in attendance: **Bonnie McIntosh** Place Manager - Greater Shepparton City Council

2. Apologies: **Cr Les Oroszvary, Geraldine Christou, Simon Quattrocchi and Kristina Marko.**

RECOMMENDATION

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

Moved: John Montagner

Seconded: Helen Sofra

CARRIED UNOPPOSED

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Me Ordinary Meeting held on Monday 15th July 2019 as circulated, be confirmed.

Moved: Andrew Pogue

Seconded: John Montagner

CARRIED UNOPPOSED

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

5:35pm

5. Correspondence

5.1 Correspondence Inwards

5.1.1	Email – Julie Winch - Shepparton Agricultural Society	25 July 2019
5.1.2	Letter – Shepparton Chamber of Commerce	8 August 2019
5.1.3	Letter – Teller Collective re: Parking	16 August 2019

5.2 Correspondence Outwards

5.2.1	Adviser column	17 July 2019
5.2.2	Letter to Laurienne Winbanks	6 August 2019
5.2.3	Letter to Julie Winch - Shepparton Agricultural Society	30 July 2019
5.2.4	Letter to Mark Parker Shepparton Agricultural Society	30 July 2019
5.2.5	Partnership approval letter – Lady Boss Events	18 July 2019
5.2.6	Partnership approval letter – Fryers St Food Festival	25 July 2019
5.2.7	Adviser column	14 August 2019
5.2.8	SSM ENewsletter	16 August 2019

RECOMMENDATION – That the correspondence be accepted.

Moved: Helen Sofra

Seconded: Andrew Pogue
CARRIED UNOPPOSED

5:40pm

6. Guest speaker

6.1 Parking

Laurienne Winbanks
Manager Citizen Services
Greater Shepparton City Council

- Shane welcomes Laurienne and thanks her for attending. Shane mentions the SSM committee has provided Laurienne with questions regarding concerns around parking they have received from businesses.

Is there a form of leniency if people are x amount of time over?

- Yes there is but only for people who have paid for a session on Paystay or purchased a ticket and it has expired. There is no leniency for people who have parked incorrectly for example: parked in a loading zone

What is the loading zone time limit?

- The loading zone time limit is 30 minutes, unless signed otherwise.
- Laurienne mentions the loading zones are critical for businesses who use them so they are monitored fairly closely by the inspectors
- Shane suggests the all loading zones need the time limits on the signs

Is there possibility of an incentive to have different rates for business vehicles?

- Laurienne says the challenge with this is that we would be prioritising one group of people who use the CBD over another. For example: People who run a business get

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a different rate to someone who is coming to use your business. Ultimately businesses want shoppers to have access to the prime parking so it wouldn't be wise for Council to incentivise a different rate for businesses. This is not something that is being considered.

Businesses are complaining to SSM about a shark mentality on parking which is driving people away.

- When Using PayStay people on pay for the time they parking. More money going into the meters and more active PayStay parking sessions than ever before so this suggests people who weren't paying for parking are doing so. Both figures are increasing dramatically.

Off street parking is now free in Edward and Maude which is gaining no revenue and creating no turnover. Can this be reviewed?

- Yes it can be reviewed via a Council resolution and only a Council resolution can overturn this decision about this particular car park. Laurienne suggests being patient and see how the behaviour goes going forward. This resolution was made after feedback from the community.
- John suggests going forward that Council consult the businesses in the area to get their feedback

Is there a possibility of parking passes for businesses to pay an annual fee to allow them to park anywhere?

- Yes businesses can purchase an annual pass (permit) which restricts you to a number of car parks
- Council is looking at other places to extend the usage of the that particular parking permit
- It cannot be used in Fraser Street, Stewart Street (Cinema car park) as they are high usage areas

Is there a possibility of passes for businesses to give customers to use while shopping or in meetings to avoid them getting a fine?

- Laurienne suggests using PayStay

Is there a possibility of a first offence warning?

- Anyone who has had an infringement is unable to access a 'first offence warning
- It would also be difficult to manage if this was in place – matching up the rego to the driver, it would be quite complicated

Are parking officers able to communicate with tradies etc. to make sure they have money in the meter if you can see them working on a job site?

- Laurienne mentions parking bays can be purchased for a day for a \$25 fee. Most people working on job sites are aware of this and make the reservation

Do you have to move from a certain car space after the time allocation?

- Yes you have to move from one signed parking zone to another zone at the very least

How are parked cars without a ticket timed?

- Non-paid areas – Cars are chalk marked. If the chalk mark is disturbed then it is highly unlikely the person will be fined. The parking officers take photos of the chalk mark

As not everyone uses a smart phone or has coins on them, is there a time allocated if people have to get change to use in the meter?

- No there is no lenience.
- Laurienne suggests to using the PayStay app
- Parking officers cover a large area and can't wait around to see if people return to their car to pay

What is the main objective of Parking Officers?

- To create better movement and flow through the CBD

6.00pm

7. Reports

7.1 SSM Marketing Co-ordinator report Mat Innes-Irons/Jeremy Roberts

7.1.1 Lady Boss Event

- The approved Partnership agreement has been signed. Lady Boss Events will proceed with delivering the events in October

- **Cr Dinny Adem arrives at 6:15pm**

7.1.2 Database Collection Update

- Alec and his team from ClubWorks have provided some feedback they have been getting when undertaking the data collection (loaded to Google Drive)

7.1.3 Database advertising

ACTION ARISING – The committee decided not to proceed with any additional advertising for the database collection.

7.2 Economic Development update Anthony Nicolaci

- Report loaded to Google Drive

A League: Greater Shepparton has a three year agreement with Melbourne City FC to host a preseason game at Shepparton Sports City. 2019 is the second year of the partnership which has SSM financial support (2018 to 2020 for marketing and promotion). Due to the Melbourne City preseason schedule and ground condition at Shepparton Sports City it is unlikely that a game will go ahead this year. It is proposed that instead of a men's preseason game, a women's WLeague game occur for season points which would be a real coup for the city. More detail will be provided on match details once final negotiation is complete with Melbourne City.

7.3 Place Manger update Anthony Nicolaci

- Report loaded to Google Drive

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Winter City Market: The market is less than 2 weeks away and includes a stage program, interactive animal display, inflatable driving range, face painting, roving entertainment and make a Dad a Gift along with over 35 retail and food stalls.

There has been some savings within the budget due to borrowing chairs and tables from the McIntosh Centre (thanks Jeremy) with these savings being spent on activities to enhance the experience at the market.

Kids Space: To continue on with the success of having regular monthly activations, Bonnie is working on creating another monthly activation called 'Kids Space'. Kids Space will occur on the third Saturday of each month in the Mall and host a diverse range of kids activities to attract more families to the CBD.

The first Kids Space will be launched on the 21 September 2019. If you have any ideas or know of a suitable activity that could host a Saturday activation please contact Bonnie.

7.4 Shepparton Chamber of Commerce and Industry update John Anderson

- Report loaded to Google Drive
- John adds he is looking at developing a 'Parking Committee' to help address the concerns that business have with the current issues around parking in the CBD

RECOMMENDATION – That the August reports be accepted.

Moved: John Montagner

Seconded: Stephen Schneider
CARRIED UNOPPOSED

6:30pm

8. **2018/19 Marketing Plan** Jeremy Roberts/ Mat Innes-Irons

8.1 Events & Activations

8.1.1 Winter City Market

- Jeremy mentions the social media advertising started today
- Jeremy adds there will be a competition to win a 50" LED TV. This collection of data will assist with attendance numbers and where the attendees have come from. In future, this database can be used to directly market. Attendees who enter the competition will text 'SHOW ME' to a number provided to them, they will then receive a text message back "to enter the competition please provide your postcode" - a link to the T&C's will be included – T&C's will be downloadable on the SSM website
- Jeremy suggests that committee members can volunteer to hand out the competition cards to attendees if they wish

8.1.2 Christmas campaign

ACTION ARISING – Laura to arrange a meeting for the Christmas subcommittee to work on the Christmas campaign.

Mat to provide an update to the committee at the September Ordinary meeting

8.2 Sponsorships & Partnerships

Jeremy Roberts

8.2.1 Partnership process

- Jeremy developed the partnership agreement for Lady Boss Events which has highlighted SSM needed to determine expectations earlier and to stipulate them in a partnership agreement

ACTION ARISING – Fiona, Mat and Laura to review processes for sponsorships and partnerships.

6:50pm

9. **Financial report**

9.1 Monthly Financial report

Shane Sali

Income		
SSM Budget Bid 2019/20		\$ 620,000.00
Total Income		\$ 620,000.00
Expenses		
Marketing	\$ 4,147.10	
Events	\$ -	
Sponsorship	\$ 6,000.00	
Operational	\$ 18,265.67	
SSM member communication	\$ 1,992.45	
Total Expenses	\$ 30,405.22	
Total 2019 Budget Surplus		\$ 589,594.78
Monthly Spend - July 2019		
Annual Budget Breakdown	Jul-19	
Marketing	\$ 4,147.10	
Events	\$ -	
Sponsorship	\$ 6,000.00	
Operational	\$ 18,265.67	

Member Communication	\$	1,992.45	
Total:	\$	30,405.22	

RECOMMENDATION – That the July 2019 financial report be accepted.

Moved: Andrew Pogue

Seconded: John Montagner
CARRIED UNOPPOSED

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 the Spring campaign.

Moved: John Montagner

Seconded: Cr Dinny Adem
CARRIED UNOPPOSED

6:55pm

10. Campaign discussion

10.1 Spring Expo

RECOMMENDATION – To resource and project manage the Spring Expo event internally with a budget of \$30,000.

ACTIONS ARISING: Mat to consult with the businesses and get their feedback in the first instance.

Moved: Cr Dinny Adem

Seconded: Andrew Pogue
CARRIED UNOPPOSED

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 Dinny Adem

Seconded: Stephen Schneider
CARRIED UNOPPOSED

7:15pm

11. General Business

11.1 Marketing strategy presentation to Council

Fiona Le Gassick

ACTION ARISING – Laura to arrange meeting to prepare for the presentation of the SSM 2019-2023 Marketing Strategy to the Councillors at a briefing session scheduled for Tuesday 27th August.

- Presentation meeting to be scheduled for Wednesday 21 August from 3pm-5pm.

Committee volunteers: Shane Sali, Andrew Pogue, Kristina Marko and Stephen Schneider.

Meeting closed at: 7:02PM

NEXT ORDINARY MEETING:

MONDAY 16th SEPTEMBER 2019

LOCATION: COUNCIL BOARDROOM

ANNUAL GENERAL MEETING:

THURSDAY 16th OCTOBER 2019

LOCATION: SHEPPARTON GOLF CLUB