

Meeting opened: 5:34pm

1. Meeting attendance:

1.1 Committee attendees:

Shane Sali (Chair), Andrew Pogue, Helen Sofra, Stephen Schneider, Olivia Smith, John Montagner, Simon Quattrocchi and Mat Innes-Irons.

1.2 In Attendance: Laura Church Minutes - SSM Administration Officer

**1.3 Not in attendance: Bonnie McIntosh Place Manager - Greater Shepparton City Council
Ross Graham Tourism Greater Shepparton
Paul Kapsalis Shepparton Chamber of Commerce and Industry**

2. Apologies: Cr Les Oroszvary, Cr Dinny Adem, Geraldine Christou, Kristina Marko, Fiona Le Gassick and Anthony Nicolaci.

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Cr Dinny Adem, Geraldine Christou, Kristina Marko, Fiona Le Gassick and Anthony Nicolaci be noted.

Moved: Andrew Pogue

Seconded: John Montagner

CARRIED UNOPPOSED

3. Minutes of previous Meeting

RECOMMENDATION

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

Moved: Helen Sofra

Seconded: Simon Quattrocchi

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	Tourism Greater Shepparton – Letter re: SSM voting rights	26 April 2019
5.1.2	Shepparton Chamber of Commerce & Industry – Thank you letter/sponsorship invoice	30 April 2019
5.1.3	CEO - Greater Shepparton City Council – Response letter to TGS	8 May 2019

5.2 Correspondence Outwards

5.2.1	Sponsorship approval letter – Shepparton Running Festival	16 April 2019
5.2.2	Adviser column	15 May 2019
5.2.3	SSM ENewsletter	16 May 2019

RECOMMENDATION – That the correspondence be accepted.

Moved: Andrew Pogue

Seconded: Stephen Schneider
CARRIED UNOPPOSED

6. Sponsorship Application

5:40pm

6.1 NerdMania

Jim Gow
Project Officer
Word and Mouth

- NerdMania is in its fifth year of operation
- NerdMania is Victoria's biggest regional Pop Culture Festival held at the Shepparton Showgrounds
- The event is held on July 27 where there is a gap in the events calendar
- Data collected from the previous event showed that 41% of attendees were from outside of Greater Shepparton
- Seeking a three year sponsorship with the ultimate aim of delivering a sustainable event thereafter:
 - 2019 - \$9,900.00
 - 2020 - \$7,000.00
 - 2021 - \$3500.00

7. Partnership Applications

5:50pm

7.1 Lady Boss Events

Amanda McCulloch & Jess Blizzard
Co-Founders
Lady Boss Events

- Not in attendance
- Reschedule to June meeting

6:10pm

8. Guest Speaker

Sam Birrell
CEO
Committee for Greater Shepparton

- Sam updates the SSM committee on the current and upcoming projects for the *Committee for Greater Shepparton*
-

6:25pm

9. 2018/19 Marketing Plan

Mat Innes-Irons

- 9.1 Review of remaining activities for the 2018/19 financial year

EOFY

ACTION: Mat will send through the TVC to the committee for approval. Committee to provide feedback.

Fun Starts Here

Alchemy Media to create a new TVC for Fun Starts Here highlighting the Winter Fun Zone in particular the ice rink. The TVC will direct people to the website to the Fun Starts Here campaign web page which will have information on other activities happening in Shepparton.

- 9.2 Unspent funds for the 2018/19 financial year.

9.2.1 Database Update Quote

ACTION ARISING: Mat and Laura to investigate the possibility of obtaining a list of businesses from a Council Department to provide to Alec Alabakis for the database collection.

ACTION ARISING: Shane asks the committee to provide any questions or feedback to Laura and Mat for Alec Alabakis. Laura to collate feedback and provide to Alec.

ACTION ARISING: Laura to arrange Alec Alabakis to present at the June ordinary meeting.

9.2.2 Business capability program proposal – Sparrowly Group

- Brief and quotation loaded to Google Drive
- The current marketing plan has a program such as this flagged to be completed

- Sparrowly suggests a more focused mentoring program where businesses can apply and webinars being accessible to all members who are looking at ways to improve their business

9.2.3 GTHH Vignettes

- Mat mentions \$7,000.00 is currently allocated
- Mat comments we can potentially allocate more from the unspent funds

9.2.4 Other ideas

- Assets for SSM – Mat has quotation from ExpandaSign including 8 tear drop banners and SSM branded fence mesh in two sizes

RECOMMENDATION – To allocate \$2,500.00 to purchase assets as per ExpandaSign quotation provided by Mat.

Moved: Simon Quattrocchi

**Seconded: Stephen Schneider
CARRIED UNOPPOSED**

6:50pm Refreshments break

6:55pm

10. Financial report

10.1 Monthly Financial report

Shane Sali

- Financial report loaded to Google Drive

Expenses Allocated	
Marketing	\$ 371,379.26
Events	\$ 90,000.00
Sponsorship	\$ 148,300.00
Operational	\$ 192,498.00
SSM member communication	\$ 14,000.00
Total Expenses Allocated	\$ 816,177.26
Total Funds Available	\$ 22,822.74

Monthly Spend - March 2019

Annual Budget Breakdown	Mar-19
Marketing	\$ -
Events	\$ -
Sponsorship	\$ -
Operational	\$ 12,684.23

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 20th MAY 2019, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Member Communication	\$	1,002.44
Total:	\$	13,686.67

RECOMMENDATION – That the April 2019 financial report be accepted.

Moved: Olivia Smith

Seconded: Simon Quattrocchi
CARRIED UNOPPOSED

7:00pm

11. Reports

11.1 SSM Marketing Co-ordinator report Mat Innes-Irons

- Loaded to Google Drive

11.2 Economic Development update Anthony Nicolaci

- Loaded to Google Drive
- Report not presented – apology noted.

11.3 Place Manger update Bonnie McIntosh

- Loaded to Google Drive
- Report not presented – not in attendance.

11.4 Shepparton Chamber of Commerce and Industry update Paul Kapsalis

- Loaded to Google Drive
- Report not presented – not in attendance.

RECOMMENDATION – That the May reports be accepted.

Moved: John Montagner

Seconded: Olivia Smith
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 sponsorship funding.

Moved: John Montagner

Seconded: Simon Quattrocchi
CARRIED UNOPPOSED

7:10pm

12. Sponsorship/Partnership discussions

12.1 NerdMania

RECOMMENDATION – To approve \$5,000.00 toward the sponsorship of NerdMania event in 2019.

The committee would like to provide guidance around the best use of the marketing funds.
Eg: Social media and database. Mat to work closely with Word of Mouth.

Moved: Simon Quattrocchi

Seconded: Olivia Smith

CARRIED UNOPPOSED

7:20pm

12.2 Lady Boss Event

- Not presented

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: Helen Sofra

CARRIED UNOPPOSED

7:30pm

13. General Business

13.1 Extended committee terms until Marketing Strategy is finalised

ACTION ARISING: The committee support to extend the committee terms of Kristina Marko, Simon Quattrocchi, Andrew Pogue, Helen Sofra and Olivia Smith until the 2019-2023 SSM Marketing Strategy is endorsed.

Fiona Le Gassick to submit report to Council to extend the terms until 16th October 2019.
(Three month extension)

7:35pm

13.2 Marketing Plan meeting session

ACTION ARISING – Laura to arrange meeting for Thursday 6th June, 2019.

- 9am – 3pm
- Offsite location to be confirmed

Meeting closed at: 7:15pm

NEXT ORDINARY MEETING:

MONDAY 17th JUNE 2019

LOCATION: PERTA THOMSON PARTNERS. 140-142 WELSFORD ST, SHEPPARTON.