

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 21ST MAY 2018, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened: 5:40pm

1. Meeting attendance:

1.1 Committee attendees:

Simon Quattrocchi (Chair), Shane Sali, Cr Shelley Sutton, Fiona Le Gassick, Chris Reisner, Kristina Marko, Andrew Pogue, Helen Sofra and Anthony Nicolaci.

**1.2 In Attendance: Carl Hainsworth (Shepparton Chamber of Commerce)
Ross Graham (Tourism Greater Shepparton)
Tim Russell (Place Manager)
Laura Church (Minutes)**

2. Apologies: Cr Les Oroszvary, Geraldine Christou, Carrie Donaldson, John Montagner, Kruz Patel and Mat Innes-Irons

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Geraldine Christou, Carrie Donaldson, John Montagner, Kruz Patel and Mat Innes-Irons be noted.

Moved: Shane Sali

**Seconded: Kristina Marko
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 30th April 2018 as circulated be confirmed.

Moved: Helen Sofra

**Seconded: Shane Sali
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 - Challenge Shepparton update – 19 April 2018

5.1.2 Email - Bridal Expo event cancellation – 10 May 2018

- Fiona mentions the approved funds have not been paid and the allocated amount will return to the SSM sponsorship budget

5.2 Correspondence Outwards

5.2.1 Adviser monthly column – 25 April 2018

5.2.2 SSM Monthly eNewsletter – 17 May 2018

RECOMMENDATION – That the correspondence be accepted.

Moved: Chris Reisner

Seconded: Kristina Marko
CARRIED

5:40pm

6. EOFY / Super Saturday

Peter Sutherland
Creative Director
Alchemy Media

- Presentation loaded to Google Drive

7. Reports

7.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Loaded to Google Drive

7.2 Economic Development update

Anthony Nicolaci

- Loaded to Google Drive
- Anthony adds the Tourism and Major Events Luncheon will be held on Monday 25 June in the Carrington Function Room from 11am-1pm. There will be updates on the Shepparton CBD, 2018/19 major events overview, GTHH update and an update on the new SAM. An invitation will be sent via email to the SSM committee

7.3 Shepparton Chamber of Commerce update

Carl Hainsworth

- Carl mentions the Shepparton Business Awards launch will be held on the 30th May 2018 at Fryers Food Store and invites all committee members to attend

- Shepparton Chamber of Commerce and Industry are hosting a special luncheon event with 2015 Australian of the Year, Rosie Batty. The luncheon will be held on the 21 June 2018 at Cellar 47
- Fiona adds that the Victorian Chamber of Commerce and Industry have appointed a Regional Manager who will be based in Shepparton. Her name is Edwina Dooley and she will be attending our next ordinary meeting in June to give an overview around the VCCI and what they have to offer

7.4 Tourism Greater Shepparton update Ross Graham

- TGS are having discussions with Chamber in regards to sponsoring the business awards sponsorship
- TGS are also in discussions with Shepparton Festival in regards to sponsorship to identify a specific event that aligns with TGS
- TGS have had discussion with SAM – opportunity of supporting the Art Museum in the new location
- TGS have released a survey to their members in relation to the 52 Great Things publication. This is done each year to get feedback
- TGS is running a radio ad starting in the last two weeks of May. TGS have identified it is more beneficial to advertise on radio a few times a year rather than over a month-long period

7.5 Place Manager Update Tim Russell

Aboriginal Street Art Project – Mural Launches

- Sunday 27th May @ 11am at Eastbank – RSL Service in recognition of Aboriginal diggers
- Tuesday 29th May 11am – GV Water Laneway - Launch of Marge Tucker and Nora Charles Mural

CONFIDENTIAL: Lexus Melbourne Cup Tour

- The application for the Lexus Melbourne Cup has been successful. The Melbourne Cup will come to Shepparton on Friday 3 August
- Tim mentions he is planning to activations to support this

Maude Street Mall Consultation

- 4 designs have been released for public consultation. All 4 designs have costings which are at concept level
- The designs are on the Council's website and an online form can be completed to submit your feedback. The designs are on display at the Council Offices in Welsford Street or at 'Think CBD' Office located in the Tower Arcade. Survey can be completed at these locations as well
- Tim mentions the information sessions: Monday 28 May 2018 at 12.30pm for the general public and 6pm for specifically for Traders and Tuesday 29 May 2018 at 6pm for the general public
- Consultation closing date is 30th June

RECOMMENDATION – That the reports be accepted.

Moved: Andrew Pogue

**Seconded: Helen Sofra
CARRIED**

8. Financial report

8.1 Monthly Financial report

Chris Reisner

- Loaded to Google Drive

RECOMMENDATION – That the April 2018 financial report be accepted.

Moved: Helen Sofra

**Seconded: Shane Sali
CARRIED**

9. General agenda items

9.1 Spring Campaign Working Group update

Mat Innes-Irons

- No discussed.

ACTION: Laura to arrange meeting for the Spring Campaign subcommittee for Thursday 31st May at 10:00am

9.2 Business Awards category

- Not discussed
- SSM are sponsoring the Best Marketing/Advertising campaign

9.3 SSM Committee nomination process

Fiona Le Gassick

- The SSM Committee of Management process and SSM reappointment to the SSM Committee application documents are loaded to Google Drive

RECOMMENDATION – To endorse the SSM Committee of Management process and SSM reappointment to the SSM Committee application form.

Moved: Chris Reisner

**Seconded: Shane Sali
CARRIED**

9.4 EOFY / Super Saturday

All

RECOMMENDATION:

- Generic EOFY TVC in weeks 1-3 June
- Promote 'last chance' EOFY sales and activation I the last week of June
- Activation June 30. "Last chance lotto", live music and activities in the CBD
- Arrange courtesy buses to run between the shopping centres on June 30
- Arrange for buses from surrounding towns (eg: Cobram or Deni)

Moved: Shane Sali

**Seconded: Andrew Pogue
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 the 2018/19 SSM budget.

Moved: Shane Sali

**Seconded: Helen Sofra
CARRIED**

10. 2018/19 Budget Presentation

Chris Reisner

RECOMMENDATION: To approve the draft 2018/19 SSM budget for the amount of \$839,000.00

Moved: Helen Sofra

**Seconded: Andrew Pogue
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: Shane Sali

Seconded: Chris Reisner

CARRIED

Meeting closed at: 7:25pm

NEXT ORDINARY MEETING:

MONDAY 18th JUNE 2018

LOCATION: To be confirmed