

Meeting opened: 5:34pm

1. Meeting attendance:

1.1 Committee attendees:

Shane Sali (Acting Chair), Cr Les Oroszvary, Cr Shelley Sutton, John Montagner, Mat Innes-Irons, Kristina Marko, Andrew Pogue, Helen Sofra, Kruz Patel, Geraldine Christou and Anthony Nicolaci.

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

1.3 Not in attendance: Ross Graham (Tourism Greater Shepparton)

**2. Apologies: Simon Quattrocchi, Fiona Le Gassick, Carrie Donaldson
and Chris Reisner**

RECOMMENDATION

That the apologies of Simon Quattrocchi, Fiona Le Gassick, Carrie Donaldson and Chris Reisner be noted.

Moved: Cr Les Oroszvary

**Seconded: Kristina Marko
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 26th March 2018 as circulated be confirmed.

Moved: Geraldine Christou

**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 2017 Shepparton Running Festival acquittal report – 28 March 2018

5.2 Correspondence Outwards

5.2.1 SSM Monthly eNewsletter – 15 February 2018

5.2.2 Adviser Monthly column – 22 February 2018

5.2.3 Sponsorship approval letter – Shepparton Chamber Business Awards

5.2.4 Sponsorship decline letter – Careers Day Out 2018

5.2.5 Sponsorship approval letter – Shepparton Bridal Expo 2018

5.2.6 Sponsorship approval letter – 2018 Shepparton Running Festival

5.2.7 SSM Monthly eNewsletter – 19 April 2018

5.2.8 Adviser Monthly column – 22 March 2018

5.2.9 Letter of support – Lexus Melbourne Cup Tour

RECOMMENDATION – That the correspondence be accepted.

Moved: Andrew Pogue

**Seconded: Cr Les Oroszvary
CARRIED**

6. Reports

6.1 SSM Marketing Co-ordinator report Mat Innes-Irons

- No report provided
- Mat mentions there will be a detailed report in regards to Shepp Square which will be provided to the Committee

6.2 Economic Development update Anthony Nicolaci

- Loaded to Google Drive

6.3 Organisational Responsibilities Geraldine Christou

- Geraldine presents a PowerPoint presentation
- Loaded to Google Drive
- The purpose of the presentation is to provide an overview of each of the entities around the table and outside this room are doing in relation things happening particularly around the CBD
- Carl requests if Chamber can also have a copy of the PowerPoint

6.4 Shepparton Chamber of Commerce update

Carl Hainsworth

- Carl thanks SSM once again for supporting the business awards, which are now in the 23rd year
- Carl mentions the Chamber are introducing a new category 'Best Presented Store'
- Carl says there are some great stores around who take pride in their stores presentation
- Carl mentions Simon and Lucy have been discussing this topic while Carl has been away. Simon was in agreeance with the possibility for SSM to sponsor this new category
- Andrew mentions investors own a lot of the buildings so shops and business don't own the freehold
- Carl says to make the shop presentable is minimal. For eg: Cleaning windows, clearing cob webs or revamping a window design
- Mat says he is all for the category although mention SSM is funded through businesses outside of the CBD as well. This category would not include them. Perhaps it is more in line with the Chamber
- Shane says we will add this item to the May agenda

ACTION: SSM to consider sponsoring the category 'Best Presented Store'. Add to the May SSM agenda.

- Geraldine asks if you have suggested criteria. Geraldine would like to see some of those activations included that they could demonstrate what the shops have done for Christmas and Easter as examples
- Carl says that could be up to SSM to provide the criteria around the award although the Chamber would judge it
- Carl mentions the best marketing/advertising campaign didn't receive many nominations so the chamber though this might be a way of getting more value for SSM

6.5 Tourism Greater Shepparton update

Ross Graham

- Not presented (apology)

6.6 Place Manager Update

Tim Russell

Maude Street Mall Concept Designs

- Spiire has completed the designs and Council were briefed last week. They will go to the May Council meeting with the resolution of the designs to be released for public consultation
- Carl asks in relation to the designs, do the Councillors make the decision or the Directors
- Tim (and others) respond the Councillors make the decisions
- Kristina asks if the designs were well responded by the Councillors?
- Cr Les is sufficed to say there are four designs although he can't comment as they will be discussed at the next Council meeting
- Shane asks regardless of the costing of the four designs, Council will have to make a decision on one. If the design selected is too expensive, what happens then?
- Geraldine says the recommendation for the May council meeting is only to adopt the designs and put them out to community consultation. There will be an extensive consultation period of 6 weeks. Once the submissions are collated, the information will then come back to the Councillors and then there will be a recommendation from

the officers in relation to the design - the recommendation will be to take that design to detailed development. Once we have detailed design there will be a better indication of the cost, it will go back to Council and Council need to make a determination whether Council can afford and when we can afford to do it

- Shane asks if other companies are able to provide quotes on construction
- Geraldine says there will be a tender process for construction once we have a detailed design. At this point, we need a detailed design to be adopted so Council can advocate to the Government for funding

Fryers Food Event

- Tim mentions this year Council have taken a different approach. Expressions of Interest are currently being advertised for event organiser to run the event with the support of the Council
- Shane asks Tim if the previous event organisers are aware of this process and that they will need to apply
- Tim says they previous organisers are aware
- Tim says the intention is to get some fresh ideas for the Fryers Food event and it is an opportunity for other organisers to run the event
- Tim also mentions that it was advertised that additional support from SSM may be available pending a successful application

Village Cinemas

- Things are progressing and looking promising and likely the redevelopment will be going ahead. Council have been assisting with the negotiations.

Streetscape works

- Council have secured funding for streetscape works through Vic Roads to improve pedestrian safety throughout the CBD. Raised pedestrian crossings will be added to Fryers Street, similar to the ones in Vaughan Street. Works are scheduled to be completed in September/October 2018.

Optus

- Optus has opened their new store in Fryers Street in the old 'House and Garden' store. Tim thinks it is very positive they have decided to maintain their presence in the CBD

RECOMMENDATION – That the reports be accepted.

Moved: Cr Les Oroszvary

Seconded: Kruz Patel
CARRIED

7. Financial report

7.1 Monthly Financial report

Shane Sali

- Loaded to Google Drive

ACTION: Fiona to send out an email to the committee regarding the budget for clarification on unallocated funds

RECOMMENDATION – That the February and March 2018 financial reports be accepted.

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 closed to members of the public for the discussion of a confidential project.

Moved: Shane Sali

Seconded: Kristina Marko

8. Shepparton Shake Out/ New event

Anthony Nicolaci

ACTIONS ARISING – Mat to work with Anthony and other Council officers regarding the iconic event. Mat to come back to the SSM committee with a proposal at an upcoming meeting.

Moved: Andrew Pogue

**Seconded: Geraldine Christou
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: Kruz Patel

Seconded: Cr Les Oroszvary

CARRIED

9. General Business

9.1 Mother's Day Campaign update

Mat Innes-Irons

RECOMMENDATION – The Mother's Day campaign has \$15,000.00 total allocated for media placement. The committee approve an additional \$8,000.00 to be allocated to the Mother's Day campaign pending more detailed budget to be provided by Mat and Tim.

ACTION: Mat and Tim to finalise the details on Tuesday 1 May, 2018 and email a final costing to the committee.

Moved: Andrew Pogue

**Seconded: Cr Les Oroszvary
CARRIED**

9.2 Creative and Media Placement Advertising Tender

Mat Innes-Irons

RECOMMENDATION: To discuss this item at the May Ordinary Committee meeting.

Moved: Cr Shelley Sutton

**Seconded: Geraldine Christou
CARRIED**

9.3 Spring Campaign Working Group update

Mat Innes-Irons

ACTION: Mat to contact Karli Sutherland for initial discussions regarding a Spring Fashion Parade.
ACTION: Mat and Tim to have more detail and provide costings around the different aspects of the Spring campaign.
ACTION: Mat to follow up with Peter Sutherland regarding Spring Garden Expo

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 a sponsorship funding.

Moved: John Montagner

Seconded: Kristina Marko

10. Sponsorship Discussion

10.1 Shepparton Running Festival

- Recommendation from the March ordinary meeting was to hold off on making a decision in regards to sponsorship funding until the sponsorship acquittal has been received from the 2017 event
- The acquittal was received on the 28th March 2018. The committee reviewed the acquittal document which was sent via email 29th March 2018. The committee then approved a recommendation to sponsor the 2018 Shepparton Running Festival for the amount of \$3,500 plus GST
- A pdf version of all the email correspondence is saved to Google Drive

RECOMMENDATION: To approve sponsorship for the 2018 Shepparton Running Festival the amount of \$3,500 plus GST.

Moved: Geraldine Christou

Seconded: Cr Les Oroszvary
CARRIED

11. 2018/19 Draft Budget

Mat Innes-Irons

ACTION ARISING: Fiona to provide detail regarding the 2018/19 draft budget.

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: Geraldine Christou

Seconded: Cr Les Oroszvary

CARRIED

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 30TH APRIL 2018, 5.30PM – 7.30PM
COUNCIL BOARDROOM



General Discussion:

Shepp Square

- John acknowledges the efforts of Fiona and Mat at Shepp Square. John adds they worked tirelessly throughout the entire event and went above and beyond
- John suggests perhaps sending a thank you to all businesses involved
- Mat mentions we will be hosting an evening for the people/businesses involved in making Shepp Square a success
- Mat mentions people from Federation Square are also coming next month for a debrief

New businesses

- John suggests to have the owners of new businesses to come and presents why they chose Shepparton as the place to open their business
- Shane suggests perhaps funding an editorial in the Adviser of the businesses who come
- Mat suggests also one minute videos on the SSM Facebook page

ACTION: Mat to follow up the owner of La Porchetta to invite him to the May ordinary committee meeting.

Meeting closed at: 7:08pm

NEXT ORDINARY MEETING:

MONDAY 21ST MAY 2018
LOCATION: COUNCIL BOARDROOM