

5. Correspondence

5.1 Correspondence Inwards

- 5.1.1 Shepparton Chamber of Commerce & Industry – Thank you letter – 15 October 2019
- 5.1.2 One FM – Sponsorship request – 18 October 2019
- 5.1.3 Mooroopna Family Dental – Thank you letter – 21 October 2019
- 5.1.4 Pasifika Festival – Sponsorship request – 22 October 2019

- Mat explains both sponsorship requests could not be considered as they were received only weeks before the event. Mat has outlined the sponsorship process to the event organisers for future events

5.2 Correspondence Outwards

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|-------|--------------------|-------------------|
| 5.2.1 | SSM Adviser column | 18 September 2019 |
| 5.2.2 | SSM eNewsletter | 20 September 2019 |
| 5.2.3 | SSM eNewsletter | 2 October 2019 |
| 5.2.4 | SSM eNewsletter | 4 October 2019 |
| 5.2.5 | SSM Adviser column | 16 October 2019 |

RECOMMENDATION – That the correspondence be accepted.

Moved: Geraldine Christou

Seconded: Cr Les Oroszvary

CARRIED UNOPPOSED

6. 2019 SSM Christmas campaign brief

RECOMMENDATION – To endorse the 2019 SSM Christmas Campaign brief as circulated via email on 2 October 2019.

- Feedback from the committee was collated and included into the final brief provided to Alchemy on 16 October 2019.

Moved: Cr Les Oroszvary

Seconded: Geraldine Christou

CARRIED UNOPPOSED

7. Campaign proposal

- 7.1 2019 SSM Christmas campaign proposal Peter Sutherland & Michael Diffey
Alchemy Media

- Alchemy presented two options to the committee:
Option A: included new hero TVC and professional photography, professional talent (Mel Jade), Blue Santa shows, Letters to Santa and a series of online videos – to include media placement, prizes and Alchemy professional services for a total of \$53,865.

Option B: Use of TVC from previous year (featuring carousel), Blue Santa shows, letters to Santa, Letters to Santa and a series of online videos – to also include media placement and prizes.

8. Reports

- 8.1 SSM Marketing Co-ordinator report Mat Innes-Irons
- Report loaded to Google Drive
- 8.2 Economic Development update
- Report not presented (apology)
 - Report loaded to Google Drive
- 8.3 Place Manager update
- Report not presented (apology)
 - Report loaded to Google Drive
- 8.4 Shepparton Chamber of Commerce and Industry update John Anderson
- Report loaded to Google Drive

Business Awards Gala Dinner

Quality of nominations this year has been excellent. Sixteen local businesses celebrated their wins at this year's 2019 White King – Pentall 95.3 Triple M Business Awards Gala Dinner evening on Friday night, where 465 guests joined together to not only discover who was crowned winners of each category, but to see Graham Hill Eyecare take out this year's illustrious chamber business Hall of Fame.

AGM Guest Speaker -Damian Drum

Chamber AGM was held in September to elect new Board Members for the next 12 months. President and other portfolios will be voted on at next Board Meeting. Guest Speaker, Damian Drum, Federal member for Nicholls spoke about leadership and Shepparton into the future.

Parking in CBD

Big boost to CBD with free (monitored) parking during the important December/January trading period. Chamber president, John Anderson has been instrumental in organising a subcommittee to tackle the ongoing parking issues in the CBD. The plan is to work with Council to improve parking across the CBD along with working on a long term parking strategy.

The big news is...Greater Shepparton City Council last week approved free (monitored) parking during the critical December-January trading period. This is a big win for the Shepparton community...well done Council. As all parking will be monitored for exceeding time limits, where fines will be issued, the Chamber encourages shoppers to set their phone alarm to avoid fines.

RECOMMENDATION – That the October reports be accepted.

Moved: Stephen Schneider

Seconded: Andrew Pogue

CARRIED UNOPPOSED

9. 2019 Marketing Plan

Mat Innes-Irons

9.1 Events & Activations

9.1.1 Land of Plenty

- Mat updates the committee on current ticket sales
- Geraldine mentions they are currently working on contingency plans with the event organisers due to the weather forecast

9.1.2 Fryers Street Food Festival 2019

- Mat mentions he is meeting weekly with the event organisers
- Hall of Hand Made has been cancelled
- Friday 15 November event: 5:00pm – 9:00pm. 8-10 multicultural food vendors in the Mall
- JL and LC finalising permits
- Over 40 vendors Saturday evening
- Mat and Megan Treacy to assist on the day

9.1.3 Christmas campaign

- SSM to make recommendation and Alchemy to activate campaign

9.2 Working Groups

Shane Sali & Mat Innes-Irons

9.2.1 Call for participants for Brand Transition working group

- Andrew nominates himself to drive the Brand Transition working group

ACTION – Andrew Pogue to drive the Brand Transition working group. Calls for expression of interest from SSM committee members to be sent via email.

9.2.2 Call for participants for Campaign working group

- Simon Quattrocchi nominates himself to drive the Campaign working group

ACTION – Simon Quattrocchi to drive the Campaign working group. Calls for expression of interest from SSM committee members to be sent via email.

9.2.3 Call for participants for Sponsorship & Partnership Review working group

- Shane Sali nominates himself to drive the Sponsorship & Partnership Review working group

ACTION – Shane Sali to drive the Sponsorship & Partnership Review working group. Calls for expression of interest from SSM committee members to be sent via email.

9.2.4 Call for participants for Stakeholder Training and Development working group

- No longer required

9.2.5 Call for nominations for Database collection working group

- No longer required

10. Financial report

10.1 Monthly Financial report

Kristina Marko

Expenses		
Marketing	\$ 5,797.10	
Events	\$ 24,107.64	
Sponsorship	\$ 22,250.00	
Operational	\$ 7,621.47	
SSM member communication	\$ 3,008.26	
Total Expenses	\$ 102,784.47	
Total 2019 Budget Surplus		\$ 517,215.53
Monthly Spend - September 2019		
Annual Budget Breakdown	Sep-19	
Marketing	\$ -	
Events	\$ 23,584.87	
Sponsorship	\$ -	
Operational	\$ 12,903.42	
Member Communication	\$ 13.41	
Total:	\$ 36,501.70	

RECOMMENDATION – That the September 2019 financial report be accepted.

Moved: Andrew Pogue

Seconded: Cr Les Oroszvary

CARRIED UNOPPOSED

6:27pm

5 minute break

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 campaigns.

Moved: Cr Les Oroszvary

Seconded: Geraldine Christou

CARRIED UNOPPOSED

11. Fryers Street Food Festival

RECOMMENDATION – To postpone discussion of the Fryers Street Food Festival to the December ordinary committee meeting.

Moved: Geraldine Christou

Seconded: Cr Les Oroszvary

CARRIED UNOPPOSED

12. 2019 SSM Christmas Campaign proposal from Alchemy Media

ACTION – To provide the following feedback from the committee to Alchemy Media;

- The committee are supportive of option A with amendments
- To use local talent in the TVC
- To showcase local businesses/local faces in the social media videos. Video may focus on different subjects for eg;
 - 1. Welcome/ Christmas experience in Shepparton
 - 2. Promoting Blue Santa shows
 - 3. Showcasing Shepparton as the destination to do shopping for Christmas – also highlighting café culture and specialty stores
 - 4. Boxing Day Sales
 - 5. Showcasing local businesses
- Cultural diversity to be represented genuinely
- Encouraging targeted area to shop locally (Shop in Shepparton)

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 Les Oroszvary

Seconded: Andrew Pogue

CARRIED UNOPPOSED

13. General Business

13.1 Adviser Christmas advertising proposal

Mat Innes-Irons

- Mat informs the committee he received an advertising proposal for the 2019 SSM Christmas campaign from the Adviser
- Fiona mentions this proposal sits outside of SSM contract with Alchemy Media
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ACTION –

Mat to inform Alchemy Media of the proposal from the Adviser as it needs to form part of the SSM Christmas campaign. Alchemy to follow up with the Adviser regarding the proposal.

13.2 Great Things Happen Here

ACTION –

Fiona Le Gassick to provide update on the Great Things Happen Here campaign at the December SSM ordinary committee meeting.

Meeting closed at: 7:14pm

NEXT ORDINARY MEETING:

MONDAY 18th NOVEMBER 2019, 5:30PM.
LOCATION: BILL HUNTER ROOM,
GREATER SHEPPARTON CITY COUNCIL