

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 20 MARCH, 8.00AM – 10.00AM
COUNCIL BOARDROOM



Meeting opened: 8.04am

1.1 Members Present: Cr Michael Polan (Chair), Shelley Sutton (Deputy Chair), Tristen Murray (Treasurer), Bill Dowling (Secretary), John Montagner, Gerard Bruinier, Gerard Michel, Geraldine Christou – Manager Investment Attraction, Fiona Le Gassick, Manager Marketing and Communications, Carrie Donaldson, Manager Arts, Events and Tourism, Tara James –Acting Team Leader Marketing & Promotions,

1.2 In Attendance: Kari Sutherland – Acting Marketing Officer

1.3 Members Not Present: Nil

2. Apologies: Barry Smith, Simon Rose and Cr Les Oroszvary

Moved: Gerard Bruinier **Seconded:** Tristan Murray
That the apology of Cr Les Oroszvary and Simon Rose be noted. **CARRIED**

3. Minutes of Previous Meeting

Moved: Gerard Michel **Seconded:** Bill Dowling
That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on Wednesday 12 December 2012 and Wednesday 16 January 2013 and Special Committee Meeting held on Friday 25 January 2013 and Confidential Special Meeting held Monday 4th March 2013 as circulated be confirmed. **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.

5. Introduction of new Non-voting Committee Members

Michael introduced two new Non-voting Committee Members to the SSM committee being Fiona Le Gassick, Manager Marketing and Communications and Carrie Donaldson, Manager Arts, Events and Tourism.

Fiona Le Gassick gave the committee a brief overview of her current position as Manager, Marketing and Communications as well as her past employment prior to joining the council 6 months ago.

Fiona advised that Shepparton Show Me will now be administered from the Greater Shepparton City Council Marketing and Communications Department, as a result of this change Tara has moved offices and will now report directly to Fiona.

Carrie Donaldson gave the committee a brief overview of her current position as Manager Arts, Events and Tourism. As a recommendation by the Reference Group Report, Carrie will be involved with the Shepparton Show Me committee in a non-

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voting capacity. Carrie detailed the benefits for Shepparton Show Me working in conjunction with the Arts, Events and Tourism department and highlighted her experience in previous employment which could be drawn on to further assist the committee.

Michael officially welcomed the two new members onto the Committee.

Gerard Bruinier asked if Council has appointed a full-time Marketing & Promotions Council Officer. Fiona explained that the position will be advertised in the near future. Michael confirmed a member of the Shepparton Show Me Committee will be sought to assist in the interview process for the employment of the full-time Marketing & Promotions Council Officer.

6. Marketing Update

6.1 Team Leader Marketing and Promotions Report **tabled**

Tara provided an overview of the report to the Committee.

Tara advised the committee of a current project being undertaken by Get Moving Shepparton team which appears to replicate the 'Show Me Giant Chess' campaign. Geraldine asked how long council have had the Giant Chess pieces. Tara confirmed the project is nearing completion and with the view that it is similar to the project put forward by Alchemy that the committee rescind the 'Show Me Giant Chess' promotion.

Michael suggested Shepparton Show Me could still embrace the Giant Chess concept already developed by Council by perhaps using the concept in promotions by branding around the outside of the chess board rather than going ahead and spending \$10,000 on a similar promotion.

Shelley requested a photo of the concept developed by Council prior to rescinding the 'Show Me Giant Chess' to decide if the concept replicates the project already agreed upon by the Shepparton Show Me Committee.

Action: Acting Team Leader Marketing and Promotions to source a photo of the Chess board developed by Council

Tara provided the Committee with detailed results in relation to the Shepparton Show Me website. John asked how the comparisons were made. Tara advised that the comparisons are February 2013 compared to January 2013 which showed an increase in the visit duration time as well as the number of hits on the website. Carrie suggested increased activity could be due to the Summer City Market being in February. Tara confirmed that the Shepparton Show marquee was placed in the Maude St Mall during the Summer City Market for additional promotion.

Tristan asked Tara if we have a social media strategy in place. Tara advised that the following the completion of the marketing strategy social media plan

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will be developed. Michael asked Fiona if her department had finalised their social media strategy which Fiona confirmed the strategy her department was working on was for the entire organisation and the Shepparton Show Me social media strategy would be addressed in the Marketing Strategy currently being developed by Brenton and Partners.

Tara advised the Committee that the Mobile Stage was delayed approximately two weeks due to Col Senior being unable to finish the stage. However he had the day prior advised that all works had now been completed. Tara confirmed for completion of the Mobile Stage sign writing needed to be completed and an Operators Manual be developed.

Tara requested the assistance of two members of the committee to make themselves available for involvement in the development of the Mobile Stage Operators Manual. No one was available for the proposed time of 9.00am Thursday 21st March therefore an email will be forwarded to committee members to gain assistance at a time suitable to all parties.

Action: Acting Team Leader Marketing and Promotions to email committee members to organise a date and time suitable for assistance in the development of the Shepparton Show Me Mobile Stage operator manual.

Gerard Michel asked Tara if any feedback had been received in relation to the Motor City campaign. Tara advised the Committee that not a lot of feedback had been received. Geraldine suggested we seek interim feedback from the Motor City traders. Tara agreed to obtain feedback in the form of a short survey.

Action: Acting Team Leader Marketing and Promotions to coordinate Motor City survey research among traders

John suggested some of the survey questions should ask if the traders had noticed increased business since the implementation of the Motor City campaign as well as what the Motor Traders thought may increase their business.

Gerard Bruinier suggested having some promotional material printed to assist in the delivery of the Motor City campaign by the Motor Traders and perhaps seek some financial assistance from the Motor Traders for the cost of the materials. Bill pointed out that the Motor Traders are already advertising and suggested that we contact them and gain their cooperation in adding the Motor City Logo to all future advertisements.

Tara advised the committee that some traders had contacted her to obtain the Motor City marketing tools for their own use.

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Geraldine asked Tara to follow up all Motor Traders with a phone call once the survey was sent out as it was often a problem engaging the traders and she felt a better result would be achieved by personally contacting each trader.

Bill enquired about the status of the Mobile Stage in relation to the colour matching problem on the cab of the truck. Tara advised the Committee that a letter had been sent to Signs and Lines and she had spoken with office staff and they had given her no reason to believe that any issues would prevent the completion of the signwriting.

Gerard Bruinier asked if we have a contract in place with Thompson Motor Group which Geraldine confirmed council does not. Michael suggested that the Committee could look to purchase the truck Thompson Motor Group currently has on loan to the Committee for the Mobile Stage or a similar truck in the future. Geraldine advised the Committee that Jarrod Thompson to her knowledge has not given any indication that his company would withdraw his truck. She suggested as a committee we make contact with Jarrod and have a written contract in place between Thompson Motor Group and council. Michael agreed to make contact with Jarrod on behalf of the committee.

Action: Michael Polan to contact Jarrod Thompson on behalf of the Shepparton Show Me Committee to establish duration of the existing contract with Alchemy and initiate discussions on a contract with Council prior to the April Shepparton Show Me Ordinary Meeting.

Tara advised the committee of the outcomes of the Summer City Market and explained that the Summer City Market Committee are required to submit a report on detailed expenditure and its overall success. Michael asked when the acquittal would be received and Tara confirmed the Committee would see the report next meeting.

Tara discussed the Marketing Schedule which was included in the Team Leader report. She advised the Committee that it is a snapshot of scheduled and current campaigns for Shepparton Show Me currently as well as incorporating regional events and key dates to consider when the Committee is making decisions on future campaigns. Geraldine suggested entering the GV Brain dates and Carrie thought it was worth noting on the Schedule the retail events such as Mother's Day and similar.

Discussions regarding Shepparton's multi-culturalism highlighted the need to leverage off existing events as well as the need to contact stakeholders in relation to being involved in these events.

Gerard Bruinier expressed his concern that currently Shepparton Show Me has no campaigns in development and raised the topic of Mother's Day

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approaching in approximately 10 weeks and asked what the committee would do in relation to a campaign for this event. He suggested that the committee adopt a similar campaign to last year. Bill highlighted that the next committee meeting was in April and that Mother's Day was only two weeks after the meeting so we couldn't wait until the next meeting to vote on a campaign. Tara confirmed she would focus on Mother's Day and once she finished developing a brief she would email it to the committee for discussion.

Gerard Bruinier suggested that we leverage off the Japanese High Tea being held on Mother's Day at SAM. Carrie fielded questions on what the exhibition was about, its success so far and suggested her department could possibly assist with funding a weekend in Shepparton in conjunction with Shepparton Show Me.

Michael confirmed Tara would develop a Project Brief for a Mother's Day campaign. Fiona requested committee members make contact with any additional ideas once the Project Brief was received.

Action: Acting Team Leader Marketing and Promotions to develop a Campaign Brief and forward to committee members for confirmation.

6.3 Sponsorship Application Register *For information*

Gerard Bruinier asked Tara if any sponsorship applications have been received. Tara advised the committee that she has not received any request for sponsorship.

7. Financial Report

7.1 New financial reporting model

Tristen explained to the Committee the new financial reporting model.

Bill asked if the figures were correct for the YTD total resolutions and the YTD Actual expenditure. Tristen confirmed that the figures are correct. Bill expressed his concern at the lack of money which had actually been spent. He posed the question to the committee whether to rescind some of the campaigns that have been long standing without any action. Shelley thought that it would be very hard to move forward with a lot of the campaigns as they were facilitated by Alchemy Media.

Discussions regarding the ability to move forward were underlined by the need for the Marketing Strategy to be implemented prior to new and existing campaigns being actioned.

Bill was concerned that the committee would get to June and have very little to report and a lot of money unspent. Geraldine suggested that the answer

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was not to simply spend the funds as the Committee could be accused of wasting funds if they focused on spending rather than obtaining results. It was agreed that once the Marketing Strategy was finalised the strategy would be sent to Councillors to be noted as received and if necessary a Special Meeting could be arranged to vote on implementation of the strategy.

Gerard Bruinier suggested that the Marketing Strategy was not the answer to problems and proposed a mini conference to work on developing campaign ideas. Fiona agreed that brainstorming sessions would be of great benefit.

John suggested that the Mobile Stage be used in the Mother's Day promotion for cooking demonstrations. Geraldine highlighted the Food Glorious Food campaign which had to date not been actioned. She suggested that the committee rescind the Food Glorious Food campaign and reallocate the funds to the 2013 Mother's Day campaign.

Gerard Bruinier suggested an amount of up to \$20,000 would be required for the campaign. He also asked about Japanese High Tea on Mother's Day and it was agreed that 4 tickets at \$80.00 would be reserved by Arts, Events and Tourism pending the development of a Campaign Brief by Tara.

Michael asked if any one wished to move the motion to rescind the Food Glorious Food campaign.

Moved: Gerard Bruinier

That the Food Glorious Food campaign for \$18,700 excl. GST be rescinded.

Seconded: John Montagner

CARRIED

Michael suggested the committee move a motion for the development of a Mother's Day campaign.

Moved: Gerard Bruinier

That the Shepparton Show Me Committee approves an amount up to \$20,000 excl. GST for a Mother's Day campaign pending approval of a campaign brief.

Seconded: Bill Dowling

Action: Acting Team Leader Marketing and Promotions develop a Campaign Brief for the Mother's Day campaign and forward to committee for discussion and approval.

Bill asked what the process was now to run a campaign. Tara confirmed that she would develop a Campaign Brief which would be forwarded to the Committee for discussion and approval. Then she would go to the market for any external providers that were needed to facilitate the delivery of the campaign.

Gerard Bruinier asked if Council had the expertise for media placement. Fiona confirmed that Council does have the expertise to facilitate placement of any media aspect of a campaign.

Moved: Tristen Murray

Seconded: Shelley Sutton

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That the Shepparton Show Me financial report for February 2013 be received and noted by the Shepparton Show Me Committee.

CARRIED

9. Presentations – Nil

10. Correspondence Inwards

10.1 Jamie Cox resignation from Shepparton Show Me Committee

Michael advised the Committee that he would write a letter to Jamie Cox on behalf of the Shepparton Show Me Committee thanking Jamie for his contribution. Shelley suggested that a letter also be sent to Alchemy thanking them for their contribution to the committee.

Action: Cr. Michael Polan to write letters to Jamie Cox and Alchemy Media on behalf of Shepparton Show Me Committee thanking them for their respective contributions to the Committee.

11. Correspondence Outwards

- 11.1 Thank you letter to 'Pinch of Salt' and 'Cheap as Chips'
- 11.2 Signs and Lines - Mobile Stage

<p>Moved: Gerrard Michele That the Shepparton Show Me Committee receive and note correspondence inwards and outwards.</p>	<p>Seconded: Bill Dowling</p>
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CARRIED

11. General Business

Michael asked the Committee if the timing of the Shepparton Show Me Committee meetings were suitable for everyone. It was agreed that the current morning time slot was most suitable for all present.

Shelley advised the Committee that she wanted to move a motion of No Confidence in the Shepparton Show Me model. She expressed her concern that as a Committee nothing had been done for the past 12 months. Shelley asked that the No Confidence motion be noted in the minutes.

Shelley expressed her disappointment at not having the opportunity as a Committee to address the Reference Group and have input into the process. Shelley advised the committee had requested to speak with the Reference Group however by the time this was allowed the Reference Group had already formed their opinion.

She expressed disappointment that the Shepparton Show Me Committee appointed Alchemy Media and Council had overturned the decision. She also expressed concern that there had been no discussion with the committee in regard to the Alchemy contract.

Shelley advised the Committee she has been a member for approximately 6 years. When she first started with the Committee, Shepparton Show Me was dynamic and inclusive. They produced some really good campaigns, especially in the first 12-

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months, which she believes is a credit to Alchemy Media. Shelley expressed to the Committee her belief that the Shepparton Show Me model should be taken back to the stakeholders for their input. She also expressed disappointment that the Committee did not have input into the development of the new model.

Tristen expressed his concern the Council has hung the Committee members out to dry and that the public perception of the Committee is they have their hand in the till. He said there is a lot of speculation about Shepparton Show Me and the Council has done nothing to back the members.

Michael said nobody has had their hand in the till and no one has been projected in that manner.

Shelley advised the Committee that she has had customers in her store and accused her of having her hand in the till.

Carrie told the Committee that she believed the new model was an incredible opportunity to move forward incorporating the Marketing Strategy and with the support of the Marketing and Communications department.

Geraldine said Shepparton Show Me has a real opportunity to reinvigorate the brand and advised the Committee that she has been approached by Clinton Tilly to join the Committee if the opportunity arose. She said it was imperative to move forward in a united manner.

Carrie said Clinton would bring with him a national prospective and an extensive knowledge of retail trends. Carrie told the Committee she thought the new model would provide more transparency and with a tendering process it would show the best value for stakeholders.

Bill shared Shelley's concerns with how Shepparton Show Me would move forward however he thought a vote of No Confidence would only enhance the perception that there is something terribly wrong with the Committee and its members. He expressed his disappointment of how Alchemy Media have been affected and the perception of them as people.

John sympathised with Shelley and expressed his concern that funnelling all aspects of a campaign through different channels believing the final result will be a loss in quality. He told Council staff that he wanted to put them on notice if things did not change he would vote with Shelley in a vote of No Confidence.

Michael explained to the Committee we won't know if the new model will work unless we give it a chance. He expressed his view that the right model for Shepparton Show Me Committee is now in place and being Council funds from stakeholders it was up to the Councillors to make a decision on the recommendations of the Reference Group and they voted for the new model.

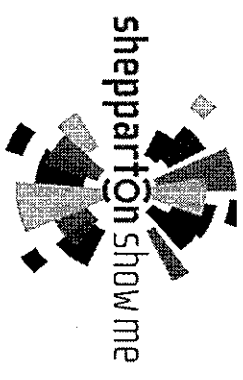
Moved: Shelley Sutton

That a vote of No Confidence be recorded in the Shepparton Show Me model.

Seconded: Tristan Murray

Motion was LOST

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MEETING CLOSED: 9.28am

CONFIRMED

A handwritten signature in black ink, appearing to be a cursive name, positioned above the word "CHAIR".

CHAIR

**NEXT MEETING:
Wednesday 17 April 2013
8.00am to 10.00am
Council Boardroom**

