

Meeting Opened: 5:35pm

1. Meeting attendance:

1.1 **Committee attendees: Simon Quattrocchi, Malcolm Blake, Johann Rajaratnam, Geraldine Christou, Fiona Le Gassick, Mat Innes-Irons, John Montagner, Sam Lagazzino, Shane Sali, Ron Popelier, Danielle Tait and Aaron Brain**

1.2 **In Attendance: Chris Reisner (Shepparton Chamber of Commerce)
Laura Church (Minutes)**

2. **Apologies: Carrie Donaldson and Ross Graham (Tourism Greater Shepparton)**

RECOMMENDATION

That the apologies of Carrie Donaldson and Ross Graham be noted.

Moved: Danielle Tait

**Seconded: Malcolm Blake
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on November 21st 2016 as circulated be confirmed.

Moved: John Montagner

**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.

- Geraldine Christou Item 9.2
- Chris Reisner Item 9.2
- Aaron Brain Item 10.2
- Shane Sali Item 10.2
- John Montagner Item 10.3

5. Correspondence

5.1 Correspondence Inwards

- 5.1.1 Chamber of Commerce and Industry Proposal funding to be taken from SSM budget – GSCC
- 5.1.2 Thank you letter – Shepparton Running Festival
- 5.1.3 Sponsorship application - Shepparton Tradies and Farmers Day 2017

5.2 Correspondence Outwards

- 5.2.1 Sponsorship decline letter – Shepparton Arts Festival
- 5.2.2 Email re: Challenge GST invoice
- 5.2.3 SSM member e-newsletter – December 2016
- 5.2.4 The Adviser - SSM monthly column - Wednesday 23 November 2016

RECOMMENDATION – That the correspondence be accepted.

Moved: Ron Popelier

**Seconded: Malcolm Blake
CARRIED**

6. Sponsorship Applications

6.1 Shepparton Tradies and Farmers Day 2017
5:42pm

Craig Blizzard &
Kevin Hicks

- Craig reminds the committee SSM sponsored \$10,000.00 toward the 2016 event
- Craig mentions the name for the 2017 event has changed to 'Shepparton Tradies and Farmers Day' as Farmers felt they were excluded from last year's event
- Our local area has a very large farming community. Farmers are tradies and they need to shop here
- The event date has changed due to a conflict with the Seymour Alternative Farming Expo
- The event will be held 24th February 2016, 11am – 6pm, which will coincide with the Summer City Market. The thought behind choosing this date is, as an example, a farmer may bring his wife and family into town. The Farmer will go to the Trades Day and his wife may go shopping at the Summer City Market

- Craig says the 2016 event ran very well and received very positive feedback. For example; Aaron Brain sold five cars from Tradies Day
 - Networking was fantastic as well. Tradies were locking in jobs just by talking to each other
 - It is gold coin donation to enter the Shepparton Tradies and Farmers Day. The proceeds from this will be donated to a prostate cancer charity.
 - Craig mentions the success of the sports show last year and says he has locked in Rex Hunt for the 2017 event. The sports show will be held from 6pm – 8pm and is \$50 to enter
 - Last year there were 34 stalls holders, in 2017 Craig's aim is to double this and hopefully more
 - Stalls start from \$300 and SSM members are offered a 10% discount
 - Craig adds he has done the research and there isn't anything else like this event in Victoria
 - Simon asks if it is all licensed correctly
 - Craig responds yes
 - Craig says they are asking for \$10,000.00 to go towards promoting the event. He would like to promote on ABC Radio and also Country News to target Farmers
 - Mat asks if any Real Estate displayed at the event last year
 - Craig responds no
 - Kevin mentions he will be displaying at the next event
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7. Reports

7.1 SSM Marketing Co-ordinator Report

Mat Innes-Irons

Christmas Campaign

The 2016 Christmas campaign is going great. People are following the Blue Santa shows by checking Facebook and the SSM website. It is evident that the shows are producing income for the Traders, for example: Our Vaughan Central Show is positioned in front of Fiore's Bakery. People attracted to the Santa Show also purchase from Fiore's while they wait for the show to begin.

Santa's Workshop

Santa's Workshop in the Harris Scarfe Plaza has been going slow. Dale Wright wasn't promoting it on his Facebook, although he is now.

Fryers Food Festival

The Fryers Food Festival was an absolute sensation. All vendors were extremely busy for the whole night.

Feedback received:

- Needed more entertainment, more of a draw card for people to come
- Existing businesses were affected negatively by the road closure from 12pm
- No data collection
- More seating

Kia Thomson Mobile Stage

The Kia Thomson Mobile Stage was leant out for the last Twilight Market to be used. Whoever used it adjusted all the controls to the point where Mat couldn't get any audio to

work and got a zap in the process of trying to fix it. This has alerted us to a few things; 1) Introduction of a form stating the person using the van will be liable for any damages. 2) a lockable cover over the controls so they cannot be tampered with.

Basketball Tournament

Quite a lot of people in town for this event. Great representation for SSM on the day and also in the lead up.

Great Things Happen Here

Media famil has been postponed to 9 & 10 of February. Activities will be changed (no cherries, maybe peaches)

Fun Starts Here

Start filming shortly. Committee agreed we will not be using the individual business, rather show stock and list the business names on our website. The footage shot will be all local.

7.2 Economic Development update – November Geraldine Christou

- Report loaded to Google Drive

RECOMMENDATION – That the reports be accepted.

Moved: Johann Rajaratnam

Seconded: Shane Sali
CARRIED

8. Financial report

8.1 **Monthly Financial report**

John Montagner

- Report loaded to Google Drive

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Sam Lagozzino

Seconded: Malcolm Blake
CARRIED

9. General Business

9.1 GV Suns update Simon Quattrocchi

- Simon says a decision will need to be made tonight regarding their sponsorship application
- Simon mentions from his discussions with Paul he may be securing sponsorship with Bank of Melbourne and is still looking for sponsors for naming rights
- Simon adds in regards to the YouTube video (specified in their application) after talking with Anthony Nicolaci, this can be created internally at Council which brings their original sponsorship application of \$30,000 down to \$8,000
- Mat asks what the \$8,000 will be going toward
- Simon says it will be going toward the website for marketing
- Sam asks what was the initial break down of the \$8,000 and adds is \$8,000 just for the website
- Johann queries if they will be coming back to us with the new proposal
- Simon says no they weren't coming back to apply again, we have deleted items from the original submission
- Johann clarifies with Simon, are we considering a verbal proposal
- Simon says we are declining their original application for \$30,000 and deciding on a counter-offer with conditions attached
- Malcolm thinks signs on the fence boundary would be a better investment than just the website

9.2 Response to Chamber of Commerce and Industry Proposal funding to be taken from SSM budget Simon Quattrocchi

**ACTION: To draft a response letter to Council
Fiona/Mat/Laura to circulate draft letter to the committee for feedback before sending.**

9.3 Draft 2017/2018 Budget for consideration John Montagner & Simon Quattrocchi

ACTION: Mat and Laura to organise a Marketing Planning Session early in the New Year

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 12th DECEMBER 2016, 5.30PM – 7.30PM
AUSSIE HOTEL - UPSTAIRS



9.4 SSM meeting dates for 2017

- Committee agree to bring the April meeting forward to Monday 10th and to bring the December meeting forward to Monday 11th

Ordinary Meeting	Monday 16 January 2017
Ordinary Meeting	Monday 20 February 2017
Ordinary Meeting	Monday 20 March 2017
Ordinary Meeting	Monday 10 April 2017
Ordinary Meeting	Monday 15 May 2017
Ordinary Meeting	Monday 19 June 2017
Ordinary Meeting	Monday 17 July 2017
AGM & Ordinary Meeting	Monday 21 August 2017
Ordinary Meeting	Monday 18 September 2017
Ordinary Meeting	Monday 16 October 2016
Ordinary Meeting	Monday 20 November 2017
Ordinary Meeting	Monday 11 December 2017

9.5 The Adviser Christmas Gift Guide advertising

RECOMMENDATION – The committee made a decision via email Thursday 24 November 2016, to approve the Adviser’s Christmas advertising proposal presented by Will Adams at the November Ordinary meeting. The advertising is as follows;

- Wednesday 30th November edition: 15x4 ad @ \$488 + GST
- Wednesday 7th December edition: 38x8 Full Page @ \$1265 + GST inside our Ultimate Xmas Gift Guide
- Wednesday 14th December edition: 15x4 ad \$488+GST,
- Monday 21st December edition: 19x4 Quarter Page @ \$398+GST

Moved: Johann Rajaratnam

**Seconded: Malcolm Blake
CARRIED**

RECOMMENDATION

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to member of the public for consideration of sponsorship funding.

**Moved:
Johann Rajaratnam**

**Seconded:
Malcolm Blake**

CARRIED

10.1 Beach Volleyball Triple Crown World Tour Series – 2017 and 2018

RECOMMENDATION – The committee made a decision via email on Friday 25 November 2016, to approve sponsorship to the amount of \$22,500.00.

Conditions:

- To review the results and the acquittal before making a decision on approving funds for a second year (2018)

Moved: Sam Lagozzino

**Seconded: John Montagner
CARRIED**

10.2 Shepparton Tradies and Farmers Day 2017

RECOMMENDATION – To decline the sponsorship proposal of \$10,000.00. However the committee approve a counter offer to the amount of \$8,000.00 for the marketing and promotion of the Shepparton Tradies and Farmers Day 2017. The SSM committee would also like to offer in-kind support of the SSM assets.

SSM provide seed funding for sponsored events to help them become sustainable and wish to advise any future sponsorship applications to be considered for the Shepparton Tradies and Farmers Day, that funds requested should be reduced from the previous year.

Moved: Malcolm Blake

**Seconded: Danielle Tait
CARRIED**

10.3 GV Suns

RECOMMENDATION – To decline the sponsorship proposal of \$30,000.00.

Moved: Johann Rajaratnam

Seconded: Malcolm Blake

RECOMMENDATION – GV Suns to work with SSM and submit a new proposal

FOR

AGAINST

Simon Quattrocchi (Chair)	Aaron Brain
Shane Sali	Malcolm Blake
Johann Rajaratnam	Ron Popelier
Danielle Tait	

*Chair has casting vote

Moved: Johann Rajaratnam

**Seconded: Shane Sali
CARRIED**

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 12th DECEMBER 2016, 5.30PM – 7.30PM
AUSSIE HOTEL - UPSTAIRS



- Simon asks for committee members to work with Paul Uniacke (GV Suns)
- Mat Innes-Irons, Ron Popelier and Danielle Tait volunteer

ACTION: Mat Innes-Irons to co-ordinate meeting with Paul Uniacke to work with GV Suns on their new sponsorship proposal

Meeting closed at: 7:38pm

NEXT ORDINARY MEETING:
MONDAY 16 JANUARY 2016
COUNCIL BOARDROOM