

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 20th FEBRUARY 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened by Chair: 5:35pm

1. Meeting attendance:

Committee attendees:

Simon Quattrocchi (Chair), John Montagner, Shane Sali, Malcolm Blake, Ron Popelier, Danielle Tait, Mat Innes-Irons, Johann Rajaratnam and Carrie Donaldson

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

1.3 Not in attendance: Aaron Brain

2. Apologies: Cr Les Oroszvary, Cr Kim O'Keeffe, Fiona Le Gassick, Geraldine Christou and Sam Lagozzino

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Cr Kim O'Keeffe, Fiona Le Gassick, Geraldine Christou and Sam Lagozzino be noted.

Moved: Carrie Donaldson

**Seconded: Shane Sali
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 12th December 2016 as circulated be confirmed.

Please note: The January meeting was cancelled therefore there are no minutes to confirm.

Moved: Ron Popelier

**Seconded: Danielle Tait
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 Complaint letter re: Blue Santa
- 5.1.2 Sponsorship acquittal report – Fryers Food Festival
- 5.1.3 Sponsorship acquittal report – St Georges Road Food Festival
- 5.1.4 Sponsorship acquittal report – Victoria Open Bowls

5.2 Correspondence Outwards

- 5.2.1 Approval letter – Shepparton Tradies and Farmers Day 2017
- 5.2.2 Approval letter – Beach Volleyball World Tour 2017
- 5.2.3 Adviser monthly column – December 26 2016
- 5.2.4 SSM E-newsletter – 19 January 2017
- 5.2.5 Adviser monthly column – January 22 2017
- 5.2.6 Sponsorship decline letter – GV Suns

ACTION: Carrie to provide Laura with feedback for Love Your Local in relation to their acquittal report for the Fryers Street Food Festival due to a lack of detail

RECOMMENDATION – That all correspondence be accepted excluding *item 5.1.2*. More detail is to be provided.

Moved: Danielle Tait

**Seconded: Malcolm Blake
CARRIED**

6. Sponsorship Applications and Acquittals

5:50pm

6.1 St Georges Road Food Festival
(Acquittal)

Megan Treacy
Festival and Events Officer
Greater Shepparton City Council

- The event was held on November 6th 2016
- SSM sponsored \$3,000 towards marketing the event. The TVC was booked with Southern Cross Ten, giving the opportunity to market the event to areas outside of Greater Shepparton
- This is the second year SSM have sponsored this event, which is great. The event will be happening again so it is likely we will approach for sponsorship again later in the year
- Carrie comments in relation to the postcodes collected on the day, was fantastic. Carrie thinks it would be beneficial for the report if it could be specified who came from Greater Shepparton and how many from the other areas also. Carrie adds it would be good to know percentage wise how many came from outside the region
- Megan comments the Rotary undertook data collection and we provided a donation
- Megan mentions the event is growing every year and that Council have received funds to improve the St Georges Road area so it will be more aesthetically pleasing
- Mat asks about extending area the event covers
- Megan says she tried to extend it further although there were OH&S issues with the power lines and felt extending it the other way toward the sports oval would take away from the retail
- We are working on getting more food vendors for this year
- Malcolm suggest more tables and chairs and market umbrellas

7. Reports

7.1 SSM Marketing Co-ordinator Report

Mat Innes-Irons

GTHH Media Famil

- 8 Media people travelled to Shepparton from Sydney and Melbourne on 8th and 9th of February and were taken on a bus tour of Shepparton, showcasing the town and a number of our unique businesses over the two days
- Herald Sun photographer, Jason Edwards, travelled to Shepparton on Tuesday 21st February and Wednesday 22nd to photograph most of the places visited during the famil
- A two page spread will be in the Herald Sun on Saturday 25th February around Shepparton and the GTHH campaign
- Mat says it has been really beneficial taking these people to the local businesses for a unique experience
- Mat talks about the Flats Walk with Uncle Leon Saunders. He highly recommends it as it is highly informative. Mat thinks it is a draw card for Shepparton for any overseas visitor to learn about the aboriginal heritage

Nitro Athletics

SHEPPARTON SHOW ME ORDINARY MEETING MINUTES

MONDAY 20th FEBRUARY 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



- Greater Shepparton was showcased at the Nitro Athletics over three nights (4th, 9th and 11th February) under the GTHH campaign banner. Local produce was served in the VIP lounge and also to the people in the crowd
- Mat, Fiona, Johann, Shane and John attended
- Mat adds the exposure that we had was sensational. The first night we weren't overly happy with as the MOU wasn't adhered to although Fiona addressed the issues and the organisers of the event were very accommodating for the last two nights
- Fiona will be providing a full report

Motor Museum Annual Motor Show

- Sunday 19th February
- Mat mention the The SSM van was set up out at the event
- Mat continues the event was very well attended; 2,000 people. A very popular event
- Mat believes there were a lot of people who stayed overnight, which is great
- Mat says it was a really good investment for SSM

Summer City Market

- Coming up on Friday 24 and 25 February
- Tim Russell informed Mat all stalls have been booked
- SSM swing tags have been placed in the shop windows in and around the CBD, the TVC and Radio ads are currently running, also printed flyers and Main Event mobile billboards advertising the week prior
- Malcolm comments he doesn't have a swing tag for his business and hasn't seen it advertised on TV
- Mat says the TVC started running last night (19th February) and will have a word with Tim as he would like to see the businesses surrounding the Mall involved

Tradies and Farmers Day

- The Shepparton Tradies and Farmers Day is on Friday 24th held at the showgrounds from 11am.
- Mat spoke with Craig Blizzard and he said they have a lot of numbers for trade exhibitors
- John comments last year there were a few anti-SSM Tradies although after the event they were very 'pro' SSM. These people were able to gain sales/jobs from the event and were happy that SSM had contributed to an event that benefited them

Shepparton Shake Out

- Mat says this event was earmarked as the SSM iconic event for Shepparton
- Mat says the event had a fantastic feel to it
- Mat adds that in hindsight it could have been marketed better. The perception of most people was that it was only for 'Rock and Roll' people whereas SSM wanted to expand it so it wasn't just the narrow market of 'Rock and Roll' but for everyone, families etc., if there was a TVC that message may have come through
- Mat received feedback that the stall holders weren't overly happy as there were over 100 vendors and the dollar spend was very thin for most
- Carrie mentions there was some negative feedback around an issue with ticket pricing. A few issues that can be ironed out
- Mat adds hopefully they will run the event next year and have a better idea on what works and what doesn't
- Carrie mentions they have put out dates for next year on their Facebook page

7.2 Economic Development update

Geraldine Christou

- 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

- Loaded to Google Drive

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Johann Rajaratnam

**Seconded: Carrie Donaldson
CARRIED**

9. General Business

9.1 Draft 2017/2018 Budget for consideration

Johann Rajaratnam

- Johann mentions Council is intending to reduce the SSM budget for 2017-2018 financial year
- Johann suggests SSM market to Council what SSM does that is important and how SSM intend to spend the funds next year. Johann also suggest arranging a scheduled event to present
- Johann adds once the budgets have been finalised, Council will endorse them and then they will go out for community comment. At that point, SSM can put forward a submission for why you think it needs to be changed
- Johann suggests tightening our belts in regards to how much we are asking from Council
- Carrie asks Johann what they are considering reducing the budget to?
- Johann says they haven't arrived at a figure although he knows the \$40,000 Chamber has requested will most likely be taken from the SSM budget
- Malcolm says in reality the rates have gone up although the SSM budget has not increased

- Carrie also mentions that SSM put a lot of their funding toward Council events, if reduced SSM wouldn't have a lot of funds to put towards Council run events
- Malcolm mentions that surrounding towns are wanting to do a similar program to SSM, he believes SSM it is definitely worth Council investing in
- John thinks there could be a perception that Council is misleading ratepayers. 4 years ago the rates notices were sent out and on that notice was a calculation and explanation as to what amount was being allocated to SSM. John comments the formula no longer works. John asks what would be the explanation to ratepayers. Is it still a percentage of the rates going to Shepparton Show Me?
- Malcolm says Council has never changed from a percentage of differential rates to an allocation
- Johann responds to Malcolm: You claim there are resolutions to that effect but I have yet to see them. I have had this conversation with Peter (CEO) and Chris (Director Corporate Services) and they have explained it is not from differential rates, it's an allocation.
- Johann continues; the advocacy you need to do is with Council laws. Council officers just balance the budget. Ultimately it is up to Council on what amount SSM get allocated.
- Johann says the context he is trying to convey is that in a rate capping environment increased spend from SSM is going to be a difficult sell
- Carrie mentions \$175,000 of the SSM budget has been reinvested to Council run events
- Simon agrees with Carrie, John and Malcolm although states we need to take a positive approach
- Simon says we need to communicate we have spent our entire allocation for the year. There has been community requested sponsorships, Council requested sponsorships and our campaigns. Basically, we have spent our budget and achieved some great things- that is what we need to communicate positively and also provide what results we have achieved

9.2 Working group for budget pitch to Councillors

- **Simon** volunteers and asks the other committee members if they would like to
- **Mat, John, Carrie and Ron** all volunteer
- Simon would like something together by the next ordinary meeting
- Johann suggests requesting a Council Briefing session to inform them on how you spent funds this year and how you intend to for the next financial year
- Mat says briefings are on Tuesdays
- Carrie asks in relation to the Marketing Plan that is being put together, do we need to have another planning session? Before I went away another one was to be scheduled?
- Simon says this did not happen due to a number of factors, but we can schedule another one.

ACTION: Laura and Mat to schedule a SSM Marketing Planning Session

- Shane wants to clarify; will this working group put something together and bring it back to the committee for review?
- Simon responds yes and also suggests to the committee if you have an idea, send him an email
- A meeting regarding the budget pitch is to be held Thursday 9 March. Fiona, Mat, Carrie, Ron, John, Simon and Laura will be in attendance

9.3 Request for Place Manager to provide and update SSM meetings Shane Sali

- Johann explains Tim's feedback is included in the Economic Development report
- Shane thinks it would be beneficial if he came to the SSM Ordinary meetings. If for example, we needed to ask him any questions or to give feedback it would be a good opportunity if he we attended
- Johann makes a suggestion to change the Economic Development report to incorporate Tim, a bit around what he does, what he has coming up and what he is involved in
- Johann continues; his intention and Fiona is working on it, is to change the terms of reference to include Tim on this committee as a non-voting member
- Carrie asks if Fiona will bring the amended guidelines back to the SSM committee to review before it gets endorsed by Council.
- Johann says that is fair enough to request if that's what the committee would like
- Carrie thinks that we should be asking for the opportunity to provide feedback
- Johann suggests getting a timeline from Fiona around when the terms of reference will be done

9.4 Response to Chamber of Commerce and Industry All

- Simon explains letter that was sent to SSM from Chris Teitzel in regards to \$40,000 to be deducted from the SSM budget next financial year (17/18) and be given to the Shepparton Chamber of Commerce and Industry. Simon adds the SSM committee require more clarification
- Malcolm says after talking to a member of the Chamber, they were not aware the \$40,000 is coming from the SSM budget
- Shane says it was clearly stated in a formal letter from Council it is coming out of the SSM budget
- Simon comments it is a little ambiguous as there has been no-one who has approached SSM and there is no explanation as to where the funds will be spent
- Johann says that is not unreasonable to request justification
- Simon asks if anyone would like to make any changes – No. Send me an email if you there is anything you'd like to change

9.5 Council officers abusive attitude to customers Malcolm Blake

- Malcolm explains this is in relation to a lady in the Shepp News- She paid for a parking ticket, closed the car door, the ticket flipped over and she then got a fine from the parking inspector. She came into Council explaining what had happened and they told her the ticket wasn't displayed correctly so she must pay the fine.
- Malcolm thinks this is a disgrace Council pulling a stunt like this to a customer. The woman paid the money so in his opinion; they should have withdrawn the infringement notice. Malcolm comments that it is straight out customer abuse. Malcolm adds SSM put \$600,000 into this town to get people to come here and things like this will scare them away. Malcolm asks Johann for his opinion
- Johann says he's not sure it is SSM role to fix the parking. If there is an issue or concern in relation to car parking and it fits under the umbrella of SSM's role to Council, the committee need to decide if this something they wish to pursue
- Malcolm believes it's total abuse of customers
- Johann says he could say the same things in relation to opening hours or cleanliness
- Malcolm continues to say he took a walk two years ago with the CEO about the cleanliness of this town and nothing has happened

SHEPPARTON SHOW ME ORDINARY MEETING MINUTES

MONDAY 20th FEBRUARY 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



- Johann says he does not wish to get into a debate with Malcolm about the specifics of the situations, he suggests if parking is an issue that SSM want to pursue with Council as a section 86 committee of Council under the banner of SSM, than he is one vote (of 11)
- John suggests having someone from parking come to our next meeting and talk to us about what duties and responsibilities the officers have and what the rules are around parking and how they engage with the community
- Simon says we can't go off one particular example as we don't know how many fines they waive
- Johann thinks it is entirely reasonable to request somebody to come in here and explain the rules around parking and how and when and if they are waived for extenuating circumstances
- Ron thinks this issue is related to SSM as we're spending a lot of money promoting Shepparton. The cleanliness, parking and opening hours are all valid issues. Ron thinks this is having a negative issue for our town and these things desperately need to be looked at
- Simon agrees although let's get their feedback first on how they look at things and then put in an approach of- we understand revenue raising and so forth, but at the same time we have a committee here spending a lot of dollars trying to get people here and trying to have achieve a positive outcome rather than negative
- Johann says once you know that then you understand, their rules, roles and responsibilities, and have what you need to do to get a positive outcome. For example; if you approach Council as a section 86 committee around the issue of parking, you can refer to the information you have been given and achieve a positive outcome
- Shane says as an example there is off street parking that is heavily under-utilised and thinks the sign just needs to be changed. Shane agrees by having someone in to present we can get the bigger picture on how things can be achieved
- Carrie thinks it is a broader issue than just parking. SSM and Council are brand ambassadors for Shepparton and it's not a good look for the brand to have negative things like this in the paper. We need to be welcoming
- Ron comments we spend 10 of thousands of dollars on advertising and things such as this can unravel the work
- Johann thinks the committee should think about a policy position in relation to a number of these issues, so we can have a document that says 'here is what we believe'. Quite powerful to go back to your constituents but also to go back to Council and say here is our position
- Carrie thinks it would be worthwhile looking at what our responsibilities are as a section 86 committee in terms of advocacy and having a policy position
- Malcolm believes Council need to be more proactive
- Johann thinks we're getting away from the original point of car parking. Johann says there is a way and mean to doing this although debating here is not going to help. I am here to help find a solution
- Simon asks Malcolm if he contacted Council in relation to the tree branch
- Malcolm spoke with Peter Harriott 12 months ago
- Shane had a similar issue but says he found the right person to speak to (Colin Gleeson) and within two weeks the branches blocking the Traffik signs were gone
- Carrie says there seems to be an issue of what position SSM wants to be involved in, what sort of advocacy, is it city presentation. It's not our role necessarily to talk about trimming trees; the overall is around functionality of the CBD. We need to remove the barriers for people to come into our town. Our role is to encourage as much visitation. It would be worthwhile to have a clear set of objectives to have a highly functional meeting with Council as were are advocating on behalf of our stakeholders as well. We need clear reasons for doing so not based on specific circumstances

- Malcolm says he is bringing up specific cases because he has witnessed it and these negative issues affect people visiting the town and if the town is untidy or free-flowing traffic then these people will not return
- Carrie agrees
- Johann says to request a person from parking to outline current operation procedures

ACTION: to request a person from parking to outline current operation procedures (Laurienne Winbanks or Chris Teitzel). To be tabled for the next Ordinary meeting

- Simon says from the committee's point he doesn't want this to be negative towards the whomever presents
 - Simon says for next month's Ordinary meeting we will get someone from parking to present to get more of an understanding and get constructive information from them that we can use to go back to Council and resolve. We need to say think about the bigger picture of where you're investing and what causing it to unravel
 - Ron agrees and thinks it comes back to perception within the Council. We have a committee where we throw our arms open to new businesses although the town has so many obstacles it is hard for many of them to succeed so they give up and go somewhere else
 - Simon says it could be part of this committee to say 'our position is this to try and approach and help the Council make better decisions'
 - Simon suggests extending out an invitation next month to parking and hear what they have to say and ask any questions and then we'll put a committee together and put together a viewpoint to then take back to the Council
 - Ross also comments that the issue with parking is not just the around the CBD and uses an example of Victoria Park Lake precinct, particularly with a new art gallery, parking will be a major issue
 - Johann says that is a good point although Council is trying to tackle a little bit of that with the Movement and Place Strategy
 - Simon suggest taking this issue to the Chamber of Commerce
 - Mat says that is what Chris Reisner is here for
 - Ron suggests combining the different bodies (SSM, Chamber, TGS, C4GS)
 - Johann says there have been some valid points brought up here tonight, it is just a question of which ways is best to get it through the channels of local government, whether it be through TGS, Chamber etc.
 - Ron says that is the issue, there are so many factions but if we all joined together we could actually get something done
 - Carrie says if you look at other regional centers they have a incorporated body that is not-for-profit fully independent of Council, although they have Council representatives. They can get on with doing things and have a budget of \$5mil
 - Simon we put out an invitation next month to parking and hear what they have to say and ask any questions and then we'll put a committee together and put together a viewpoint to then take back to the Council
 - Simon adds in relation to the parking is there anyone else we would like to invite other than Chamber?
 - Mat suggests the Committee for Greater Shepparton
 - TGS
 - Ross suggest we have Parks and Gardens in as well because he would like to see the town beautified
 - Simons asks the committee do they want to move forward alone or with the other groups as a combined.
 - Committee agree as combined will have more strength

- Simon says we will just take the one issue of Parking at this stage. There are a lot of other issues although we need to focus on one at a time

ACTION: SSM extends an invitation to the Chamber, C4GS, TGS to attend our next Ordinary meeting to hear a representative of Council from Parking talk about the operating procedures. Following this, a working group (subcommittee) will be formed to put together a policy to then take back to the Council

- Simon comments we will try and get a common position from all the groups and take that to Council

9.6 Sponsorship subcommittee working group Simon Quattrocchi

- Simon says he is also happy to help on this subcommittee

ACTION: Mat to follow up with Simon Quattrocchi, Sam Lagozzino, Carrie Donaldson and Malcolm Blake and arrange a meeting around amending the sponsorship applications

10. Sponsorship/Partnership Discussions

10.1 Nitro Athletics

RECOMMENDATION

On 19th January 2017, the Shepparton Show Me committee approved via email \$25,000.00 be allocated to the Nitro Athletics events held on February 4th, 9th and 11th, 2017, as part of the Greater Shepparton... Great Things Happen Here campaign.

Moved: Malcolm Blake

Seconded: Johann Rajaratnam

10.2 Shepp Proud

RECOMMENDATION

On 2nd February 2017, the Shepparton Show Me committee approved via email \$500.00 be allocated to the Shepp Proud campaign.

Moved: Carrie Donaldson

Seconded: Danielle Tait

General discussion

- Carrie reads out the section from the application that specifies the acquittal needs to be submitted within 6 weeks of the conclusion of the event

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 20th FEBRUARY 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



- John questions if we can hold back some of the funds until the acquittal is submitted
- Simon says we have a subcommittee working on it (Carrie, Sam, Simon and Mat)
- Carrie suggests the Sponsorship sub-committee go back to review the sponsorship guidelines so it clearly specifies what their requirements are. A draft had been started to be drafted 3 years ago when Carrie was a staff member at Council. Carrie suggests the Council staff read the draft and go over it also
- Simon says he will add this to General business
- Carrie and Mat agree it needs to be done sooner rather than later

ACTION: Draft sponsorship acquittal guidelines to be reviewed by Council staff and the sponsorship sub-committee

- Carrie suggests this be tabled as a standing agenda item each month, a working group that reports back
- Carrie says in relation to the Nitro Athletics, while she understands there was a short turn-around, Carrie believes this needs to be addressed in the sponsorship guidelines that approving \$25,000 via email is concerning. Carrie says this can be addressed by the Sponsorship subcommittee
- John mentions the absence of the Councillors and that it would have been very beneficial to have them here for this discussion tonight
- Simon says he will contact the Councillors and inform them of what is happening at the upcoming meeting and encourage them to be there

Meeting closed at:

NEXT ORDINARY MEETING:
MONDAY 20 MARCH 2017
COUNCIL BOARDROOM