

1. Meeting attendance:

1.1 Committee attendees:

Simon Quattrocchi (Chair), Cr Les Oroszvary, John Montagner, Shane Sali, Malcolm Blake, Danielle Tait, Sam Lagozzino, Fiona Le Gassick, Geraldine Christou and Mat Innes-Irons

**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: Ron Popelier, Cr Kim O’Keeffe, Johann Rajaratnam and Carrie Donaldson

RECOMMENDATION

That the apologies of Ron Popelier, Cr Kim O’Keeffe, Johann Rajaratnam and Carrie Donaldson be noted.

Moved: Cr Les Oroszvary

**Seconded: Sam Lagozzino
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 20th February 2017 as circulated be confirmed.

Moved: Danielle Tait

**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 5.2.1
- Geraldine Christou Item 6.1
- Chris Reisner Item 6.1

5. Correspondence

5.1 Correspondence Inwards

- 5.1.1 Sponsorship acquittal report – Fryers Food Festival
- 5.1.2 Letter of thanks Re: GTHH – Tallis Wines
- 5.1.3 Response email from Chris Teitzel: re: parking presentation

5.2 Correspondence Outwards

- 5.2.1 Response letter – Re: Shepparton Chamber of Commerce MOU
- 5.2.2 Adviser column – February 22 2017

RECOMMENDATION – That the correspondence be accepted.

Moved: Malcolm Blake

**Seconded: Cr Les Oroszvary
CARRIED**

6. Sponsorship Applications

5:50pm

6.1 Shepparton Chamber Business Awards

Carl Hainsworth
President

Shepparton Chamber of Commerce and Industry

- Carl mentions the Business Awards had 9 categories with 112 nominations - a record for this event
- Carl says they advertised with Triple M, Win and Adviser, the same as previous years. The SCCI Board also pushed the awards using word of mouth
- There were 400 attendees on the event night
- SSM sponsored the Marketing category in 2016 for \$6,000.00 plus GST
- Simon questions why Fun City won best new business two years in a row?
- Lucy Cerrone (Chamber Executive Officer) says this is being addressed by the Chamber board
- Simon queries in the application it mentions a 'discount' for sponsoring the event for three years, the amount presented is \$18,000.00 which is not discounted
- Carl says it not discounted, although it secures that amount for that category over three years
- Simon says so it essentially stops any future increases
- Simon thanks Carl and Lucy for their presentation

7. Sponsorship Acquittals

6:00pm

7.1 Fryers Food Festival

Stacey Anderson and Lisa Rees
Co-owners
Love Your Local

- Stacey says there was an estimated 12,000 people in attendance over the whole night. Stacey mentions next time they will get an accurate figure of attendance
- Stacey presents a slideshow of photos and mentions all musicians on the night were local
- Stacey says local businesses were reluctant to be included in the event
- Lisa says the event exceeded their expectation and was a success
- Stacey mentions they had issues with obtaining liquor licences and permits which almost jeopardised the event
- Stacey says for the event to run next year we require more sponsorships and says they will approach SSM again
- Stacey says there was quite a few things identified to work on and improve for the next event - they struggled to get local produce vendors, more seating needed to be available, need to utilise the Mall space and potentially extend the closure of Fryers Street to include Friar's café, more food vendors to decrease waiting times, entry fee –gold coin donation, feedback forms to be distributed on the night
- Malcolm asked what they charged for a site
- Stacey says \$175 for trucks and \$150 for food vendors
- John mentions the possibility of utilising the vacant shops in the Mall for next year's event – attempt to sell the space?
- Stacey thinks that is a great idea to discuss for next year
- Sam mentions he was a trader on the night and believes it was very rushed on the day and feels the planning for the set up on the day needs to be more streamlined He suggests the need for road marshal/road officers
- Sam also comments it is a shame Love Your Local did not profit from this event and offers his help in regards to the planning of the next event
- Stacey thanks SSM for their support

6:10pm

7.2 Challenge Shepparton

Susie Filletti
Events Manager
McPherson Media Group

- Suzie introduces herself as the newly appointed Event Manger for Challenge Shepparton
- Suzie presents a slideshow – loaded to Google Drive
- Suzie says the attendance from participants was 1,264 although overall there were 5,712 which utilised the retail sector and stayed in accommodation providers
- Total profit from the event was \$2,476.00
- Key results from the survey – 51% of attendees travelled from Melbourne. 9.3/10 would be likely to recommend the events to others
- Challenge have a growth strategy in place with the Event Manager, Event coordinator and a Marketing team
- Suzie says there are plans to expand the event to include a para-triathlon
- Simon thanks Suzie for her presentation

8. Reports

8.1 SSM Marketing Co-ordinator Report Mat Innes-Irons

- Loaded to Google Drive

8.2 Economic Development update Geraldine Christou

- Loaded to Google Drive

8.3 Tourism Greater Shepparton update Ross Graham

- TGS is an industry group of paid up financial members. TGS has around 80 members, only had 3 businesses that weren't financial at the last meeting
- TGS has just come from an industry consultation session based on marketing and promotions based on our 52 great discoveries publication. We we're in a position that we needed to get feedback from our members as to which way to go and they wholeheartedly agree on continuing down the track of a publication. They also think TGs need to find a way of packaging all these publications into one publication, one format. We'll meet with Geraldine to discuss this
- Goulburn River Valley Tourism (TGS overriding body) are going through some transition stages at the moment with a new CEO. TGS is hoping to entice them to Shepparton for an event/dinner as Shepparton has struggled to receive much acknowledgement from a Tourism perspective from GRVT. TGS is working on getting more acknowledgement for the Shepparton area
- TGS are in the early stages of planning to run an event in Shepparton in October. Ross and Alice have mapped out an event process for promotion of promotion of industry. Struggling to have the hospitality sector engaged in the tourism industry, more of a focus on that

8.4 Shepparton Chamber of Commerce and Industry update Carl Hainsworth

- Carl mention Damien Willoughby (Social Media Officer – Council) organised a social media breakfast. There were around 90 people in attendance. Great event and very informative
- Chamber are organising for Paul Dunn – Action Coach for the 4th May 2017. More details to be added to their website
- Carl says Chamber membership is up by 25% with new members joining daily

RECOMMENDATION – That the reports be accepted.

Moved: Cr Les Oroszvary

**Seconded: Malcolm Blake
CARRIED**

9. Financial report

9.1 Monthly Financial report

John Montagner

- Loaded to Google Drive

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Sam Lagozzino

Seconded: Shane Sali

CARRIED

10. General Business

10.1 Budget pitch working group update

- Simon says the budget pitch working group have been getting together once a week. (Simon, Mat, Fiona, Ron and John) to work on our budget pitch to Council
- Fiona has booked in a date to present at a Council briefing session on 4th April
- Simon says the group has been working quite well to develop the pitch to Council for the 2017/2018 budget
- Mat and Laura are in the process of finalising this

10.2 Sponsorship subcommittee update

- Simon says the draft is loaded to Google Drive, highlighted in red are exclusions and yellow are inclusions
- Simon comments we are trying to improve the process and help applicants to provide their sponsorship application
- Simons says this document will be tabled at the next ordinary meeting to vote on. It is on Google Drive for all the committee members to review and let us know if there anything you would like to change or add to the draft document

10.3 Christmas quizza

Mat Innes-Irons

- Mat says the 'quizza' is a detachable stage for the Kia Thompson truck that hasn't been used for four years

- Mat continues: As it is taking up space in the storeroom out at the DRC they have asked what we intend to do with it. Use it, sell it or give it away. Perhaps to a charity or community group?
- Mat says we'd take the sounds system out before giving it away
- Mat says he can't see much use for it as the mobile stage has all the functions we need
- Mat will follow this through and talk with community groups to gather some interest as suggested by the committee members

ACTION: Mat to follow up with community groups who may be interested in the 'quizza' and inform the DRC of what is to happen with the 'quizza'.

11. Sponsorship Discussions

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:
Malcolm Blake

Seconded:
John Montagner

CARRIED

11.1 Shepparton Chamber Business Awards

RECOMMENDATION – To table this item at the next SSM ordinary meeting, to be held Monday April 10, 2017, once the committee have reviewed the criteria.

ACTION: Fiona to provide Business Awards Marketing category criteria to the committee

Moved: Sam Lagozzino

Seconded: Danielle Tait
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: Cr Les Oroszvary

Seconded: Malcolm Blake
CARRIED

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



Meeting closed at:

NEXT ORDINARY MEETING:
MONDAY 10 APRIL 2017
COUNCIL BOARDROOM