

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

21 April 2015

Agenda Item 6.1	Shepparton Show Me Biannual Report - July - December 2014	
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SHEPPARTON SHOW ME COMMITTEE MEETING**MEETING AGENDA**

MONDAY 16 JUNE 2014, 5.30PM – 7.30PM

COUNCIL BOARDROOM



Meeting opened: 5.30pm

1.1 Expected Attendees: Barry Smith, Carrie Donaldson, Clinton Tilley, Gerard Bruinier, Johann Rajaratnam, John Montagner, Leanne Stride, Cr Les Oroszvary, Malcolm Blake, Mat Innes-Irons, Morry McKellar, Tristen Murray, Peter Dunbabin, Fiona Le Gassick, Geraldine Christou, Cr Fern Summer and Jeremy Bianco.

1.2 Members Not Present:

2. Apologies: Leanne Stride

RECOMMENDATION

That the apologies of Leanne Stride be noted.

Moved: Gerard Bruinier**Seconded:** Morry McKellar
CARRIED

3. Minutes of previous Meeting

Amendments:**Item 2:**

Include Johann Rajaratnam in Recommendation

Item 7:

- ~~Figures from previous Christmas campaign recorded success.~~
- Figures from previous Christmas campaign recorded 52% of participants indicated that complimentary parking was an incentive to shop in the CBD, while 30% said no and 18% weren't aware of the availability of the complimentary parking. Essentially only half identified that the complimentary parking was an incentive.

Item 13:

Action: Carrie Donaldson to investigate meet with Karen Dexter in relation to delayed responses to enquiries.

Item 7: Johann Rajaratnam responds to held over action from previous meeting and will circulate parking briefing documentation to committee members.**RECOMMENDATION**That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on 14th April 2014 as circulated be confirmed.**Moved:** Clinton Tilley**Seconded:** Barry Smith
CARRIED**5:45pm** Tristen Murray, Cr Fern Summer and Cr Les Oroszvary arrive and are removed from item 1.2: Members Not Present

4. Declarations of Conflict of Interest

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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. Sponsorship Applications & Acquittals**5.1 2014 KidsFest - 5:40pm****Steve Wilson****Tracey Toy**

This year 2014KidsFest will begin with two days of family fun at KidsTown and continue with programs and activities throughout the Greater Shepparton area over the duration of the school holidays. In 2013 the two day event was held on the weekend of the 21st and 22nd of September. Entry was by two dollars per person, which covered most attractions except the rides and amusements in the sideshow alley areas, which worked on a user pay system.

The key outcomes of KidsFest 2013 were:

- An estimated attendance of 16,984 people over two days
- Approximately 45% of visitors were from outside the Greater Shepparton area
- Approximately 5.8% of visitors were interstate
- Total attendances increased by approximately 13% on KidsFest 2012
- Total Estimated Festival visits = 16,984
- Visitors from outside the Greater Shepparton area = 44.80%
- 90,000 flyers distributed (53,000 distributed to schools)
- Website featured umbrella events and linked to accommodation (www.bookeasy.com.au)

Requesting \$25,000 from SSM

SSM will receive for your sponsorship:

- Media Recognition
- Exclusive naming rights
- Opportunity to promote SSM to over 16,000 people who attend KidsFest.
- SSM businesses have the opportunity to a free listing as a Kidsfest Umbrella event for the September / October school holidays.

5.2 Shepparton Heritage Rally – 5:50pm**Cheryl Hammer**

The 3rd annual Emerald Bank Heritage Rally in Shepparton will be on again on Father's Day September 7, 2014.

The event is a showcase of all things heritage and yesteryear and attracts thousands of people every year to exhibit their treasures, or as a visitor to enjoy the displays, demonstrations and discoveries.

There will be the working Clydesdales, Fergie ploughing demonstrations, wood chopping demonstrations, chaff cutter demonstrations, antique bicycles and tricycles,

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vintage and classic trucks, tractors, engines and cars for all to enjoy. The day is for the whole family with free entry, food, kids entertainment and live music.

Also this year there will be a street parade in Shepparton on the Saturday morning, September 6, with many of the rally exhibitors participating, winding through the main shopping precinct of the city and finishing at Victoria Park Lake where the vehicles, horses and other exhibitors will park for an hour to allow the public to view them.

Weather permitting, the GV Aero club will co-ordinate a fly-in of up to 20 antique aircraft at the Shepparton Aerodrome.

- Expecting up to 200 exhibitors
- Parking at emerald bank
- Minibus shuttle service (Courtesy of Fords Bus's)
- Estimated 3,000 – 3,500 visitors last year

5.3 Shepparton Motor Museum Birthday Celebrations – 6:05pm

- Second Birthday celebrations were a great success despite inclement weather
- 2000 guests and 250 cars attended
- Wet weather prompted the relocation of the display to the front of the museum, which generated interest and will be considered as a strategy for next year
- Entry fee was \$5
- Sevens Creek Bakery has opened and is enjoying success
- Plans to expand the car museum
- Plans for a truck museum
- The Furphy exhibition is currently being incorporated into the museum - official opening scheduled for October 2014
- The car museums break even threshold is 20,000 visitors per year
- Business Plan requested by SSM

5.4 Victorian Open Bowls Championships – 6:15pm

This year nearly 1,450 people entered into the Victorian Open Bowls Championships, many of whom stayed in the area for the week. The event took place as planned, the only variation was due to some unfortunate bad weather with some games transferred to other venues or delayed into the evening.

- The event was advertised widely by Bowls Victoria through its weekly bulletins and monthly magazine
- The Club arranged for 900x600mm corflute signs to be printed at the time of the launch and these were distributed to all seventeen clubs involved.
- The club organised an 8m long banner which was placed adjacent to the GV highway. The event received very good daily coverage from the local media, The Shepparton News and WIN Television and community radio station 98.5 FM.

6. Financial Report*For discussion*

Unspent funds equal \$569,000

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**7. Correspondence Inwards**

- 7.1 Sponsorship acquittals received from:
- Victorian Open Bowls Championships
 - Shepparton Motor Museum
 - 5km Neon Dash
 - GV 4x4 Swap Meet
 - Wood Turners Craft Show
 - Lack of SSM recognition
 - Next time Mat would work the Wood Turners to ensure greater recognition

8. Correspondence Outwards

- 8.1 Letter for Les as chairperson addressing concerns raised RE: SSM not supporting the St George's Road Food Festival
- The hostile letter to the editor in The Shepparton News on Tuesday the 10th June is damaging to SSM
 - Malcom Blake shares personal letter addressed to Chris Hazelman expressing his disappointed and requesting a public apology
- 8.2 Email to SSM members – 6th June 2014
- Detailed upcoming activities and thanked members for participating in the recent survey.

9. Marketing and/or Advertising Panel of Providers Tender Fiona Le Gassick & Evaluation Panel Members

Tenders put forward from:

Sassy

- Included irrelevant and unprofessional comments relating to Milvan Muto in their pitch and failed to demonstrate anything of substance

Cuckoo Creative

- Demonstrated a big picture strategy
- To design SSM mobile application

Dainton & Sons

- Demonstrated youthful enthusiasm and a truckload of fresh ideas

Alchemy Media

- Demonstrated the capacity to hit the branding message deliver large projects

Actions:

- The SSM marketing subcommittee and panel of providers consisting of Cuckoo, Alchemy and Dainton & Sons will meet next week to outline a two year strategy and marketing budget.

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- To organise for Cuckoo Creative to present to the committee the “SSM app” concept
- To organise for Alchemy Media to present to the committee their “New York” and “Shepparton...Big Things are Happening” concepts

RECOMMENDATION

To appoint the following tenderer to the panel of providers:

- Cuckoo Creative
- Alchemy Media
- Dainton & Sons – pending organising the relevant insurance requirements

To appoint Cuckoo Creative and Alchemy to undertake both strategic and tactical marketing campaigns and activities as directed by the SSM Committee.

To appoint Dainton and Sons to undertake tactical marketing campaigns and activities as directed by the SSM Committee.

Moved: Barry Smith**Seconded: Tristen Murray
CARRIED****10. SSM Marketing Co-ordinator Update****Mat Innes-Irons**

- Sponsorship approval given to the Challenge Shepparton Triathlon in writing
- Received quote to produce twenty-one; six metre lengths of SSM advertising banner fencing
- Santa’s workshop to be constructed in the Maude Steet Mall this Christmas instead of a retail space.

RECOMMENDATION

To purchase twenty-one; six metre lengths of SSM advertising banner fencing for the quoted price of \$3,850.00

Moved: Barry Smith**Seconded: Clinton Tilley
CARRIED****11. Working Group Up-dates****Marketing Strategy & Plan****Fiona Le Gassick****SSM member communication****John Montagner**Communication subcommittee to meet on Tuesday 24th June at 8.30am**Mobile Stage****Barry Smith**

Nil

Sponsorships**Carrie Donaldson**

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Nil

Budget**Tristen Murray**

Nil

Investment Attraction**Geraldine Christou**

- Investment Attraction hosted 14 visitors on the weekend for the Regional Living Open Day – which was very well received
- The May CBD Vacancy audit recorded 78 vacant sites, down from 81 in February
- Preparing for the upcoming Winter City market
- Renew Australia information sessions taking place on Wednesday at the GV Hotel

Actions:

- Geraldine Christou to circulate CBD Fun July school holiday itinerary
- Geraldine Christou to brief committee on Renew Australia

Arts, Events and Tourism**Carrie Donaldson**

- Awarded Victorian BMX state titles
- BMX Australia has awarded national series round
- Event bid in for National Roads Congress – Nov 15
- Opportunity to tender for AFL NAB Cup Series – estimated cost of \$60,000 to host as new infrastructure would be required
 - Held the weekend of summer city market
 - Potential to attract 7,000 -10,000 guests
 - Would require \$20,000 – \$25,000 SSM sponsorship to put in a tender
- The St Georges Road Festival was a tremendous success and attracted 2,5000 people
 - A trader did the equivalent of one month's trading on the day
- The Discover Your Own Backyard campaign began filming last week

12. General Business

Nil

12.1 Reports to Council**Fiona Le Gassick**

The SSM Committee Review Report and 2nd and 3rd Quarterly Report will be going to the July Ordinary Council Meeting.

12.2 Marketing Planning Session

A date and time needs to be set for a committee brainstorming session to look at marketing campaigns and activities over the next few months and beyond.

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

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funding and committee membership applications.

Moved: Clinton Tilley**Seconded: Malcom Blake
CARRIED****13. Sponsorship application outcomes****RECOMMENDATION – 2014 KidsFest**

Allocate \$20,000.00 in support of 2014 KidsFest.

Moved: Gerard Bruinier**Seconded: Clinton Tilley
CARRIED****RECOMMENDATION – Shepparton Heritage Rally**

Allocate \$5,000.00 in support of the Shepparton Heritage Rally.

Moved: Morry McKellar**Seconded: Barry Smith
CARRIED****14. SSM Committee membership applications outcomes****RECOMMENDATION**

The Shepparton Show Me Committee moved that the application of John Montagner for the appointment of Committee Member for a term of one year be accepted

Moved: Clinton Tilley**Seconded: Morry McKellar
CARRIED****RECOMMENDATION**

The Shepparton Show Me Committee moved that Barry Smith be appointed as Committee Member for a term of one year

Moved: Clinton Tilley**Seconded: Morry McKellar
CARRIED****RECOMMENDATION**

The Shepparton Show Me Committee moved that the application of Shane Sali for the appointment of Committee Member for a term of two years be accepted

Moved: Clinton Tilley**Seconded: Morry McKellar
CARRIED****RECOMMENDATION**

The Shepparton Show Me Committee moved that the application of Peter Radevski for the appointment of Committee Member for a term of two years be accepted

Moved: Clinton Tilley**Seconded: Morry McKellar
CARRIED****RECOMMENDATION**

The Shepparton Show Me Committee moved that the Guidelines – Committee Delegations be amended to include that Committee Members are able to sit a maximum of two consecutive terms (four years)

Moved: Clinton Tilley**Seconded: Morry McKellar
CARRIED****Action:**

For the following applicants be invited to participate in the Shepparton Show Me working groups and the marketing planning session to be held within the next two weeks:

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- Rachel Matthews
- Brendan Speed
- Tristen Murray
- James Wright
- Rosalie Smith
- Danielle Tait

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: **Clinton Tilley**

Seconded: **Morry McKellar**
CARRIED

Meeting closed at 8.45pm

NEXT MEETING:
Monday 14th July 2014
5.30pm to 7.30pm
Council Boardroom

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

MONDAY 21 July 2014, 5:30PM – 8:36PM

COUNCIL BOARDROOM



Meeting opened: 5.30pm

- 1.1 **Expected Attendees:** Barry Smith, Carrie Donaldson, Clinton Tilley, Gerard Bruinier, Johann Rajaratnam, John Montagner, Cr Les Oroszvary, Malcolm Blake, Mat Innes-Irons, Morry McKellar, Peter Dunbabin, Fiona Le Gassick, Geraldine Christou, Cr Fern Summer, Shane Sali, Peter Radevski and Jeremy Bianco.
- 1.2 **Members Not Present:**
2. **Apologies:** Cr Les Oroszvary, Geraldine Christou, Carrie Donaldson, and Peter Radevski.

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Geraldine Christou, Carrie Donaldson, and Peter Radevski be noted.

Moved: Johann Rajaratnam**Seconded:** John Montagner**CARRIED****3. Minutes of previous Meeting****RECOMMENDATION**

That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on 14th June 2014 as circulated be confirmed.

Moved: Gerard Bruinier**Seconded:** Johann Rajaratnam**CARRIED****Discussion:**

Malcolm Blake received a written response to his personal letter from Chris Hazelman, subject: St Georges Road Festival.

SSM sponsorship rejection letter included too much detail.

Unsuccessful sponsorship applicants need to know the reasons why, but the letter should not go into detail, and instead invite verbal discussion.

The SSM sponsorship guidelines should provide a framework for sponsorship acceptance / rejection letters.

Action: Mat Innes Irons to circulate template affirmative and negative sponsorship letters to the SSM committee for comment and feedback.

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.

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**5. Sponsorship Applications & Acquittals****5.1 Nu Vogue Dance Group - 5:40pm****Bernie Sleeth**

The Shepparton and District Nu Vogue Dance Group ball will be held at the Murchison Community Centre.

The event has been held for the past twenty six years and attracts in between 140 - 180 people from across Victoria and interstate. Visitors stay in the region for up to one week.

The event expects to make \$4000 and all profit will be donated to the hospitals oncology ward.

Muffin Break and Gloria Jeans will provide in kind sponsorship
SPC, Campbell's and local wineries are major benefactors

The Nu Vogue Dance Group is seeking \$720 from SSM.

5.2 Victoria Challenge – 5:50pm**Paul Coulsell**

The Star Bowl was established in Shepparton in 1963 on the site of the former "Star Theatre", a local concert and dance hall. The 18 lane Tenpin Bowling Centre is situated at 116 Fryers Street in the main CBD of Shepparton.

Shepparton Ten Pin Bowling Club are hosting the Victoria Ten Pin Challenge on the 13th – 14th September. Hosting the event is a once in a decade opportunity.

The event is expected to attract 120 – 150 people, who will arrive on Friday and stay until Sunday, after attending a Function at the Sherbourne Hotel.

Although The Shepparton Ten Pin Bowling Club does not have a marketing budget, The Shepparton News will provide editorial support and the organisers are hoping for marketing support from PRIME and WIN TV.

Paul suggests that the SSM promotional cows could be placed at the entrance to Star Bowl.

The Shepparton Ten Pin Bowling Club are seeking \$1300.00 from SSM:

- \$600 grandstand
- \$700 for apparel

5.3 SheppARTon Festival Acquittal – 6:05pm**Liz Connick
Michael Molloy**

- 44 Events delivered over the Festival month
- Attendance figures up by 37%
- 28 existing relationships maintained
- 8 new relationships made
- The AGE distribution 125,850 Melbourne Metro
- New TV commercial, soundtrack and campaign
- 1.25% increase in audience from Melbourne

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- 30% average increase in Social media engagement

'Grown, Picked & Packed in Shepparton' celebrates the town and the region, provides connections to the geographic environment and landscape, engages the industries and services and celebrates the people and communities that live, work and play in the area. The festival is committed in working to bring together emerging, established and community artists to stimulate dialogue and challenge audiences in accessible public environments.

We are looking for Businesses, Artists, Community Groups, Venues, Organisations, Industries, Stories, Images and Events.

There are three Program Areas:

- Feature Events
- Program Partners
- Associate Events / Registered Events

EOI's close Monday 1st September

Ros Abercrombie is currently working on a program for the next SheppARTon Festival. Ros brings a wealth of experience to festival and event direction. Specialising in artistic and cultural programs, she is committed to the concepts of collaboration as vital to building festivals and events that are significant forums for new work, culture and ideas. Her work brings together emerging, established and community artists to stimulate dialogue and challenge audiences in accessible public environments.

6.25pm

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 and committee membership applications.

Moved: Morry McKellar

Seconded: Johann Rajaratnam
CARRIED

6. Financial Report

For discussion

- SSM can now operate freely of Councils quarterly reports
- Six month reporting is not contingent on the release of funds

RECOMMENDATION

That the 2013/14 FY budget be accepted.

Moved: Morry McKellar

Seconded: Malcolm Blake
CARRIED

7. Correspondence Inwards

7.1 Nil

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

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**8. Correspondence Outwards**

- 8.1 Thank you letters to retiring SSM Committee members - Tristen Murray and Leanne Stride.
- 8.2 Contracts sent to panel of providers – Alchemy Media, Cuckoo Creative and Dainton & Sons.
- 8.3 Sponsorship application letters – KidsFest and Shepparton Heritage Rally.

9. Renew Australia Funding**Mat Innes-Irons**

- Jamie Cox cancelled scheduled meeting
- Unable to get latest from the Chamber of Commerce
- Amy Dainton visited Newcastle and received 80% positive feedback about Renew Australia
- Some existing traders in Newcastle thought the Renew Australia sponsored (pop up) shops have an unfair advantage
- Great opportunity to display unity between Greater Shepparton City Council, Chamber of Commerce, Committee for Greater Shepparton and Shepparton Show Me
- SSM will support Renew Shepparton from a marketing perspective but it's up to Council and the Chamber of Commerce to deliver the project
- SSM will request a detailed report at a later date

Action: Mat Innes-Irons to circulate survey data**RECOMMENDATION NOT APPLICABLE**

Further details required.

10. SSM Marketing Co-ordinator Update**Mat Innes-Irons**

- Vic Open Bowls have lost naming rights sponsor \$10,000.

Action: SSM to send note to all SSM members with expression of interest

- SSM car partnership - Aaron Brain (Shepp BMW) is getting a new dealership and thinks this maybe a good opportunity for us both
- Add to SSM asset list 21 x 6 metre fence banners & 10 x SSM corflute signs
- Mat and Morry have been working on the concept for building Santa's House in the mall in the lead up to Christmas. Mat has talked to Risk and Local Laws.
- Santa's House is to have a photo opportunity with Santa and gift wrapping.

Action: GOTAFE to be approached to see about building Santa's House**Action:** Mat to present total concept and costing at the next meeting.

- Christmas decals to go on shop fronts. Investment Attraction provided these in previous years.
- Shepparton Commercial Activity Centres Strategy meeting to be held on Tuesday 29th at 6pm, following feedback from SSM

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

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**11. Working Group Up-dates****Marketing Strategy & Plan**

Refer item 14

Fiona Le Gassick**SSM member communication**

Formalised final strategy which was presented to the Committee.

John Montagner**Mobile Stage**

Has been out and about:

Utilised at the Great Escape Car Rally at the Motor museum, Maude St Mall and Victoria Park Lake

Barry Smith**Sponsorships**

Nil

Carrie Donaldson**Investment Attraction**

Nil

Geraldine Christou**Arts, Events and Tourism**

Nil

Carrie Donaldson**12. General Business**

Next month's meeting agenda is to include a discussion about Christmas and Father's Day.

Committee members discuss their dissatisfaction with the cleanliness of Shepparton's streets on weekend mornings, particularly Saturday morning, and raise doubts about scheduled cleaning taking place as well, or as often as required.

Committee members have experienced up to a four day response time to complaints. Johann recommends that all committee members gather photographic evidence to support their complaints. Additionally, the suggestion is made that Parking Officers take photographs of problem areas as they patrol the streets.

Concerns are raised about the damage that the NBN rollout has caused to our streets and sidewalks. Council has no control over NBN contractors.

Action: Johann to raise the issue of cleanliness with the Director of Infrastructure and enquire into how often the streets are cleaned. Johann will invite Steve Bowmaker to address the committee.

Action: Johann to investigate graffiti/vandalism of The Shepparton Hotel.

Action: Committee members to put forward five key issues they would like to raise with Council.

RECOMMENDATION

SSM to draft a letter formally inviting Councillors to discuss key strategic issues. Clinton Tilley will sign the letter on behalf of SSM and distribute to the committee members via email.

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Moved: Clinton Tilley	Seconded: Barry Smith CARRIED
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14. 2014/2015 Marketing Projects to be determined.

RECOMMENDATION

That \$10,000.00 be pre-approved for the development of a concept plan to be presented at the next meeting for Shepparton Great things are happening here campaign.

Moved: John Montagner	Seconded: Barry Smith CARRIED
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Marketing

Alchemy Media with support from Dainton and Sons are to be responsible for the production of the following annual campaigns:

- Christmas and Boxing Day Sales
- Mother's Day
- Father's Day
- End of the Financial Year (EOFY)
- Summer City Market
- Winter City Market
- Downtime generic campaign
- Seasonal promotions – winter/summer
- Family fun regional city

Action: Supply the panel of marketing providers a list of ideas as the basis of a plan to maintain momentum beyond an initial 8 – 12 month campaign.

Action: Barry Smith to invite Frank Whitford to speak to the SSM committee in the interest of consistent marketing campaigns.

Sponsorship

Key events to be given annual funding subject to previous acquittals

Action: All SSM approved sponsorships are to be audited to determine events suitable for annual funding

SSM Event

Action: Stakeholders to be invited to submit ideas for an annual SSM event.

Meeting closed at 8:36pm

NEXT MEETING:

Annual General Meeting & Ordinary Meeting
Monday 18 August 2014
5.30pm to 7.30pm
Council Boardroom

2014 SHEPPARTON SHOW ME ANNUAL GENERAL MEETING**MEETING AGENDA**

MONDAY 25 AUGUST - 6.00PM – 8.00PM

SEBASTIANS, 65-67 WYNDHAM STREET SHEPPARTON

**MEETING OPENED: 6:05pm****1.1 Members Present**

Cr Les Orosvary (Chair), Clinton Tilley, Gerard Buinier, John Montagner, Barry Smith, Morry McKellar, Malcolm Blake, Peter Radevski, Shane Sali, Cr Fern Summer, Johann Rajaratnam, Mat Innes-Irons, Geraldine Christou

1.2 Members Not Present:

Fiona Le Gassick, Peter Dunbabin

1.3 In Attendance:

Rosalie Smith (Communications Sub Committee)

Zara Waugh (Minutes)

2. Apologies:

Fiona Le Gassick – Greater Shepparton City Council

Peter Dunbabin – Focus Cards & Gifts

Moved: Clinton Tilley

Seconded: Malcolm Blake

That the apology of Fiona Le Gassick and Peter Dunbabin be noted and a leave of absence granted

CARRIED**3. Minutes of the previous meeting**

Moved: Johann Rajaratnam

Seconded: Morry McKeller

That the minutes of the previous Annual General Meeting held on Wednesday 21 August 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. 2013-2014 Annual Report**5.1 Presentation of the Annual Report**

Moved: Barry Smith

Seconded: Johann Rajaratnam

That the Shepparton Show Me Annual Report 2013-2014 be endorsed by the Committee.

CARRIED**5.2 Review Annual Financial statement**

Moved: Clinton Tilley

Seconded: Johann Rajaratnam

That the Shepparton Show Me Annual Financial Statement for 2013-2014 be endorsed by the Committee.

CARRIED

2014 SHEPPARTON SHOW ME ANNUAL GENERAL MEETING**MEETING AGENDA**

MONDAY 25 AUGUST - 6.00PM – 8.00PM

SEBASTIANS, 65-67 WYNDHAM STREET SHEPPARTON

**6. Committee members 2014/2015****6.1 Appointment of new committee members****6.2 Election of Chairperson, Deputy Chair, Secretary and Treasurer.****Chairperson**

Johann Rajaratnam nominated Clinton Tilley & Barry Smith nominated Malcolm Blake for Chairperson

Having been put to a vote by the Committee, Malcolm Blake was duly elected as the Chairperson of the Shepparton Show Me Committee.

Deputy Chair

Barry Smith nominated Gerard Bruinier for Deputy Chair

There being no further nominations; Gerard Bruinier was duly elected as the Deputy Chair of the Shepparton Show Me Committee.

Secretary

Morry McKellar nominated himself for Secretary

There being no further nominations; Morry McKellar was duly elected as the Secretary of the Shepparton Show Me Committee.

Treasurer

Cr Fern Summer nominated Clinton Tilley for Treasurer

There being no further nominations; Clinton Tilley was duly elected as the Treasurer of the Shepparton Show Me Committee.

MEETING CLOSED: 6:15pm**NEXT ORDINARY COMMITTEE MEETING:**

Monday 15th September 2014

5.30pm to 8.30pm

Council Boardroom

NEXT ANNUAL GENERAL MEETING:Monday 17th August 2015**MEETING CLOSED: 8:35pm**

CONFIRMED

CHAIR

SHEPPARTON SHOW ME COMMITTEE MEETING**MEETING MINUTES**

MONDAY 17 November 2014, 5.30PM – 7.30PM

COUNCIL BOARDROOM

**Meeting opened: 5:40PM**

1.1 Attendees: Malcolm Blake, Gerard Bruinier, Barry Smith, Clinton Tilley, Johann Rajaratnam, John Montagner, Morry McKellar, Peter Dunbabin, Cr Les Oroszvary, and Mat Innes-Irons.

1.2 Members Not Present:

2. Apologies: Fiona Le Gassick, Clinton Tilley, Peter Radevski, Cr Fern Summer, Peter Radevski, Geraldine Christou, Shane Sali

RECOMMENDATION

That the apologies of Fiona Le Gassick, Clinton Tilley, Peter Radevski, Cr Fern Summer, Peter Radevski, Geraldine Christou and Shane Sali be noted.

Moved: Johann Rajaratnam**Seconded:** Barry Smith
CARRIED**3. Minutes of previous Meeting****RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on October 20, 2014 as circulated be confirmed.

Moved: Gerard Bruinier**Seconded:** Barry Smith
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. Mayoral discussion

Dennis Patterson

- Dennis Patterson informed the committee that he is there for any advice and he supports SSM
- Dennis Patterson suggests that approx. every 3 months to get together and go for a walk to have a look around
- Dennis Patterson requests that communication lines always stay open
- Dennis Patterson mentioned that cars parked in the way preventing street sweepers to successfully clean streets, suggests sweepers start at around 3am.
- Council has not been provided with facts and figures on the "Great Things Happening" project
- Council to assess if appropriate or not
- Morry McKellar questioned if there can be a fast track
- It has been 2 months since the last presentation
- The request should be a formal letter/request
- Seek advice from Governance on how to bring it formally
- Fiona Le Gassick to send an email tomorrow to see where the Charles Wooley document is at

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

MONDAY 17 November 2014, 5.30PM – 7.30PM

COUNCIL BOARDROOM

**6. Sponsorship Applications & Acquittals**

6.1 5.50pm 2015 SheppARTon Festival Liz Connick, Ros Abercrombie & Mick Molloy

- Liz Connick opened the presentation and introduced Ros Abercrombie
- Ros Abercrombie is the festival director with 20 years' experience in events
- Ross Abercrombie began the presentation
- Slogan "Grown, Picked and Packed"
- The event will be held 3 weekends in March
- They hold 28 existing sponsorships and secured 8 new relations
- Their aim is to build reputation locally
- It will be a 3 year plan
- Part of a long term place marketing strategy
- Short and long term economic impact
- Ros Abercrombie believes this is the Shepparton version of Tourism Australia Campaign
- It will create marketing and brand awareness by identity creation, participation and consumption
- "Festival Club" will be held in a local CBD grassed space, built with packing crates as walls and furniture to also be made from pallets and crates
- Proposed locations: Shepparton uniting Church (Friars St) or Uniting Care front lawn (136 Maude St)
- Expecting to increase visitor attendees over March and to create brand identity and regional connectivity
- There will be no entry fee
- Requesting a cash sponsorship of \$20,000 (major sponsor). This figure is what the project requires
- Total cost of project is \$32,000
- 1 year deal with the option of the further 2 years

RECOMMENDATION

Agreed principle to \$20,000, Matt to follow up re extending trading of the Club, club not to be branded Shepp Show Me

Moved: Barry Smith

Seconded: Gerard Bruinier

CARRIED

6.2 6.05pm CBD Fun Acquittal and Sponsorship Application Rohan Sali

- Rohan Sali began the presentation
- Advertisements are bright and colourful targeted at children, children being the primary spenders in the household
- Currently do not have enough resources to run something every weekend
- Focused on utilising the Mall
- Some of the survey results from locals and traders
 - More foot traffic 50/50 yes/no
 - Are the attractions worthwhile 93% said yes
- Focusing on the school holidays and looking to run within the CBD (CBD fun)
- Seeking a \$25,000 sponsorship for 2015 same as previous year
- \$5,000 from this fund will be used for the Rotary Market marketing
- There will be free parking

RECOMMENDATION

To provide \$25,000 for the CBD Fun Sponsorship

Moved: Cr Les Oroszvary

Seconded: Morry McKellar

CARRIED

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

MONDAY 17 November 2014, 5.30PM – 7.30PM

COUNCIL BOARDROOM

**7. Campaigns**

7.1 Alchemy concepts

Peter Sutherland

- Presentation from Malcolm and Peter
- Mobile cooking show;
- Using local produce
- Budget \$22,000 not including staging, chefs and foodstuffs.
- Twilight fishing event;
- Reusing some old material
- \$23,000
- 12 month plan
- Spring Into Shepparton campaign
- \$22,000

RECOMMENDATION

Alchemy to provide a 12 month promotional calendar of events

Moved: Barry Smith**Seconded:** Cr Les Oroszvary**CARRIED**

7.2 Service Bags

Dainton and Sons

- Amy Dainton spoke about the putting together of a Shepparton Show Me service bag for locals to fill in time while their cars get serviced
- Bag to include a map, wifi hot spots, parking, trails, itinerary, coffee vouchers, snacks
- "Suggested discount booklet"
- Low cost feel good project
- Looking at 50/50 paid for by the trader/stakeholders
- Amy and/or Matt to send an email to the database offering promotion opportunities
- 2,000 bags have been made up for SSM sponsored projects at approx. \$1.50 each
- Matt and Amy to revisit for the "expressions of interest" and discounts

8. Financial Report*For discussion***RECOMMENDATION**

That the financial report be endorsed by the committee

Moved:**Seconded:****CARRIED****9. Correspondence Inwards**

- No correspondence in

10. Correspondence Outwards

10.1 Awarding of sponsorship letters

RECOMMENDATION

That the correspondence be accepted by the committee

Moved:**Seconded:****CARRIED**

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

MONDAY 17 November 2014, 5.30PM – 7.30PM

COUNCIL BOARDROOM

**11. SSM Marketing Co-ordinator Update****Mat Innes-Irons**

- SSM newspaper information column with the Adviser
- \$845 plus GST per month for 12 months
- 33,500 copies per week for distribution
- To be placed onto the SSM website
- Suggested to add on trader/stakeholder reviews and feedback
- To educate locals on what just happened, what's happening and what's coming up
- John Montagner suggested that the advertisement should run for 3 months
- Matt to confirm rates for a twice per month advertisement also to check if it's at the Council rate

Christmas Campaign;

- Santa's workshop
- Jetset building has started transformation
- Sheree Le Strange in charge of decking it out
- Gift wrapping, Wishing Tree and Dale Wright Photography
- Commencing Friday 5 December
- List of venues to be compiled. They will be announced each morning on Southern Cross Media, Facebook and a weekly in print.

Alchemy Media;

- Full page listing Christmas activities in Friday's Shepparton News
- Big screen has been purchased from Melbourne and Sounds Around to install
- Filming of television commercial next week
- One Santa has been appointed, a back is required
- Wish list swing tags completed, suction cups have been ordered. To be installed from Dec 1 by mat and Rohan

RECOMMENDATION

Column in the adviser, subject to pending cost for a 3 month trial once a month, Matt to follow up

Moved: John Montagner**Seconded:** Barry Smith
CARRIED**12. Working Group Up-dates**

Marketing Strategy & Plan

Fiona Le Gassick

- SSM member communication
- Discussed in topic 11.

John Montagner

Sponsorships

Mat Innes-Irons

- Discussed in General business

Investment Attraction

Geraldine Christou

- No report

RECOMMENDATION –**Moved:****Seconded:****CARRIED****12. General Business**

- The future for the incorporation of SSM to be discussed in the next meeting

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SHEPPARTON SHOW ME COMMITTEE MEETING**MEETING MINUTES**

MONDAY 17 November 2014, 5.30PM – 7.30PM

COUNCIL BOARDROOM



- Morry McKellar suggested using the Shepparton COWS to promote Shepparton and Shepparton Show Me.
- It was suggested that the council van could also be used for promotion across VIC
- Mat Innes-Irons added the Challenge on the weekend was a success
- The VIC Bowl on the 23rd November runs for 1 week
- Spring Nats offer to SSM members of free sites being well received

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:**Seconded:****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:**Seconded:****CARRIED****Meeting closed at 8:50PM****NEXT MEETING:****Monday 15 December 2014 – Christmas Break Up****5.30pm to 8.30pm****Venue TBA**

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
 MONDAY 15 DECEMBER 2014, 5.30PM – 9.30PM
 LITTLE LIPARI, 143 MAUDE ST, SHEPPARTON



Meeting opened: 5.42pm

- 1.1 Attendees: Malcolm Blake, Gerard Bruinier, Barry Smith, Clinton Tilley, John Montagner, Morry McKellar, Shane Sali, Cr Les Oroszvary, Geraldine Christou, Fiona Le Gassick and Mat Innes-Irons, Cr Fern Summer**
- 1.2 Members Not Present:**
- 2 Apologies: Clinton Tilley, Johann Rajaratnam, Peter Dunbabin, Peter Radevski**

RECOMMENDATION

That the apologies of Clinton Tilley, Johann Rajaratnam, Peter Dunbabin, Peter Radevski be noted.

Moved: Barry Smith

Seconded: Shane Sali
CARRIED

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on November 17, 2014 as circulated be confirmed.

Moved: Barry Smith

Seconded: Gerard Bruinier,
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.

- Morry McKellar
- Gerard Bruinier

5. Shepp Chamber of Commerce

Jamie Cox

Update of renew Shepparton project

- Jamie opened the presentation with a thank you to the committee for their contributions
- Looking at rolling out first 2 stores in May 2015
- Aiming for expressions of interests
- \$25 a week to get into a building
- Will be looking at reusing buildings
- Malcolm raised the question of how to deal with people who do not want to let out their shops
- Looking at signing up with traders/business for free advice regarding opening and successful business
- The idea is to activate empty spaces around Shepparton
- Licences held will be on a 30 day rolling period
- Apart of the programme is to focus on is generating foot traffic by making the area clean, tidy and vibrant.

6. Sponsorship Applications & Acquittals

6.1 5.50pm G.V Four Wheel Drive Club Swap Meet

Roy Hurst

- Roy opened the spill mentioning last year the ran a swap meet a few little mistakes were made which have now been rectified.

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SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
 MONDAY 15 DECEMBER 2014, 5.30PM – 9.30PM
 LITTLE LIPARI, 143 MAUDE ST, SHEPPARTON



- They are promoting the Club around the G.V Valley
- Advertising is all over the state
- The event will be much the same as last year, but bigger and better
- Currently have 50 active members
- Potential is 15,000 members within VIC
- \$4,500 funding was provided last year
- They currently have no other sponsors, however will look into sponsors from the Goulburn Valley
- A lot of their members will have a stand
- Web and magazine based advertising
- Asking \$4,400 funding

6.2 6.00pm G.V R.V Rally Amy Dainton, Morry McKellar

- Morry mentioned it has taken the council 12 months to get a response
- The 2015 GV RV Rally would be a week-long assembly of Recreational Vehicle/ Motor Home travelling tourists to participate in a schedule of events, based around the Heritage Rally.
- 70,000 – 80,000 caravans on the road today
- Competitors are Country Music Club, Rally in Numurkah in March
- The industry is consistent and rapidly growing
- It has had 60% growth in the last 10 years
- Research target market spend on average \$900 per week
- Estimated \$240,000 to be spent locally over the 6 days of the event
- Asking \$20,000 funding
- Once off investment
- Looking at utilizing the Lake
- Room for 500
- Will be advertising in the Wonder Magazine
- Heritage Valley is held on the same weekend
- This even will be used as a seed to hopefully continue onto following years
- Looking at other sponsors i.e. (Jayco and Ken Muston)

6.3 6.10pm SSM Service Bags Amy Dainton

- 50 services a day being a 3rd from out of town
- Visitors spend several hours in Shepparton while vehicles are being serviced
- Amy mentioned that this is a great way to show visitors Shepparton
- Bags will include SPC fruit cups, snacks, vouchers from local businesses, and a local map with an itinerary
- The itinerary will include places of interest, i.e. shopping, food, tours showcasing Shepparton
- Amy has sent her database an email offering opportunities
- She has received 200 openings of the email with positive responses
- Bags will be free of charge
- 200 bags
- Asking \$5,000 funding or \$2.50 per bag
- Bags will only be handed to out to those who are from out of town
- No one else is offering anything of this sort

6.4 6.20pm Shepparton Motor Museum Carrie Donaldson

- Peter Bicknell (chairperson) opened the presentation
- They have been around for 3 years and have been battling to hold it together
- They have now started to kick goals
- When they first started they had a business plan
- Carrie continued the spill
- There has been a copy of the strategic plan provided focusing on events
- The event is targeted at locals and people outside of the region

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
 MONDAY 15 DECEMBER 2014, 5.30PM – 9.30PM
 LITTLE LIPARI, 143 MAUDE ST, SHEPPARTON



- Majority of the funding is for marketing
- It will be a ticketed event
- To develop an event that encourages overnight stay
- Tap into the visiting friends and relatives market
- Expecting 500 entries first the first year
- Goal is to grow to 1000 entries for following years
- The campaign won't make a lot of money, but its more for exposure
- Malcolm mentioned that the Shepparton Motor Museum is the best kept secret in town
- There will be an entry fee
- Visitor and local expenditure through accommodation, hospitality, fuel, and supplies

7. Campaigns

7.1 6.40pm Market Research Proposal - app Cuckoo Creative, Dave Deveny

- The challenge is to look into ideas to help SSM achieve goals
- Dave has been spending time with Matt and Fee for ideas
- They are also looking into ideas to leverage the NAB cup

Market Research Proposal (app) – presented by Dave and Jo

- A market research to be held targeted at local businesses
- It will help guide decisions and to enable, test and validate the app
- 3 options on how to research
- Face to face interviews – 36 participants
- Telephone interviews – 36 participants
- Online survey – 100 participants

Leveraging Sponsorships – presented by Bree

- Working with SSM to leverage sponsorships
- Building awareness of brand
- Building engagement strategy
- Looking at developing a 3 year roadmap and activation strategy
- Creating unique supporting activities

NAB Cup – presented by Dave

- A stay and play package to be offered
- Entice footy fans back to Shepparton after the game
- Opportunity for local businesses to get on board to promote Shepparton
- Promoted by social media, online and flyers.

Signature event idea – presented by Bree

- An amazing race inspired scavenger hunt in and around Shepparton run over one weekend
- "Shepparton Scavenger Hunt"
- Will encourage visitation
- Idea is to create an annual event
- Registration will be via a microsite
- Participants meet at the Marketplace
- Local businesses will set up stands to promote business
- Promotion will be via social Media, Press, Outdoor, Online and Radio
- Will encourage a night's stay

Pride campaign idea – presented by Dave

- Idea is to create a brand mark
- It will drive local business
- It will help to lift morale
- Brand mark idea "Proudly Shepparton"
- TVC Storyboard 6, 15 second vignettes
- To be shown on print, social media and radio

**SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES**

MONDAY 15 DECEMBER 2014, 5.30PM – 9.30PM
LITTLE LIPARI, 143 MAUDE ST, SHEPPARTON



7.2 7.10pm Calendar of events

Alchemy Media, Peter Sutherland

- Great things happening here – Charles Wooley
- Summer City Market – working with Rohan Sali
- Winter City Market - working with Rohan Sali
- Spring into Shepparton
- Step Up Shepparton – re activation
 - Peter raised the question if this is a good idea
 - Step up needs some more horse power behind it
 - Peter also added that this device works
- Rotary Market activation – requires more promotion
- Facebook market build campaign
- Twilight Fishing (requires an urgent decision as this is to be held in February)
- Mother's Day – build on this
- Father's Days – mobile man cave
- Moo Lotto (cow lotto)
- Show Ho-Ho Me Santa Show (giving away presents)
- Local Produce Cooking Show (taken into other towns)
- Show Me post cards
- Welcome to Shepparton
- Rock You Walk
- Humans of "New York" you tube (Shepparton Version)
- No questions were raised

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 and committee membership applications.

Moved: Barry Smith

Seconded: Cr Les Oroszvary
CARRIED

8. Funding Discussion

8.1 Sponsorship funding

8.2 Campaign Decision Making

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:

Seconded:
CARRIED

9. Financial Report

Clinton Tilley

- \$20,000 towards the basketball association
- \$8,000 towards Santa's workshop fit out
- \$324 towards Xmas trading hours mail out of flyers

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Barry Smith

Seconded: Gerard Bruinier
CARRIED

10. Correspondence Inwards

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
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10.1

11. Correspondence Outwards

11.1 Awarding of sponsorship letters

- Grown, Picked & Packed' SheppARTon Festival – Ros Abercrombie
- CBD Fun – Rohan Sali

12. SSM Marketing Co-ordinator Update

Mat Innes-Irons

- Matt to write up an email and send to the SSM committee with an update

13. Working Group Up-dates

Marketing Strategy & Plan

Fiona Le Gassick

SSM member communication

John Montagner

Sponsorships

Mat Innes-Irons

Investment Attraction

Geraldine Christou

- Geraldine to email report out

14. General Business

- Barry is not pleased with Jack's Bar for the "Great Things Happening Here" meeting to be held on Thursday night (18th Dec)
- He is suggesting the "Park Lake Hotel"
- Also suggesting that Frank Whitford should be invited
- Barry has checked in with Park Lake and there is availability

RECOMMENDATION –

Thursday night "Great Things Happening Here" meeting to be held at Park Lake Hotel. Mat to organise booking and cancel Jack's Bar tomorrow (Tuesday 16th)

Moved: Barry Smith

Seconded: Gerard Bruinier

CARRIED

Meeting closed at 8.26pm

NEXT MEETING:

TBA