



## BOARD MEMBERS

Name	Abbreviation	Business represented
Wayne Roberts	WR	Iona on Robert
Rhonda Drivas	RD	Wallsend Village
Linda Pinkerton	LP	Spellbound Botanics
Julie Pike	JP	Julie's La Petite
Nathan King	NK	Divalinas
Luke Whitby	LW	Nourish Health Hub

## CN REPRESENTATIVES

Thomas Michel	TM	CN
Cr E Adamczyk	EA	CN
Cr D Richardson	DR	CN
Cr C Pull	CP	CN

## GUESTS

Janice Musumeci	JM	Janice Musumeci Consultancy Services
Dana Pichaloff	DP	Double Digits Marketing
Deb Austin	DA	Double Digits Marketing
Robert Watson	RW	Community Member
Katerina Skoumbas	KS	Big Picture Festival

MEETING OPEN: 5.35pm

MEETING CLOSE: 6.46pm

# MEETING MINUTES

<b>Date</b>	17/01/24
<b>Location</b>	127 Nelson St Wallsend
<b>Minute Taker</b>	Janice Musumeci, JM Consultancy Services

## ATTENDEES

<b>Name</b>	<b>Abbreviation</b>	<b>Business represented</b>
Wayne Roberts	WR	Iona on Robert
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Janice Musumeci	JM	Janice Musumeci Consultancy Services
Julie Pike	JP	Julie's La Petite
Rhonda Drivas	RD	Wallsend Village
Luke Whitby	LW	Nourish Health Hub
Cr C Pull	CP	City of Newcastle
Katerina Skoumbas	KS	Big Picture Festival
Dana Pichaloff	DP	Double Digits Marketing
Deb Austin	DA	Double Digits Marketing
Cr E Adamczyk	EA	City of Newcastle
Robert Watson	RW	Community Member

## APOLOGIES

Thomas Michel	TM	City of Newcastle
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# MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome and Administration</b>			
1.1.	City of Newcastle Matters	Nil	
1.2.	Previous Minutes	Approved JP Seconded NK	
1.3.	Conflict of Interest	CP Declaring in relation to KS item about mural and Youth Week/Youth Council participation.	
1.4.	Budget at Bank	Greater Accounts Total Balance - \$29,365.11  CBA SBR Funds Balance - \$35,315.59  JM - Oct - Dec BAS for lodgement due Feb 28	
1.5.	Correspondence	Market stall enquiries	
<b>2. Outstanding Actions</b>			
	Nil	Nil	Nil
<b>3. Items for Discussion and Decision WR -</b>			
3.1	Events	WR - Cost of KS proposal with MOSAIC \$2k  VOTE all present unanimous approval.  LP - Suggested MOSAIC participate at markets  WR - Presented Double Digits Easter event proposal. Cost \$4800 for 4-day event.  WR suggested as an unplanned spend this is possibly not affordable.  VOTE NO unanimous	CP leaving meeting  JM to advise KS and ask KS to communicate with MOSAIC to be involved with Markets.

<b>3.2</b>	Flags / Beautification	Xmas flags to be removed.  LP suggested a 150 logo on flags	WR to liaise with Signwave  JM send WR the logo from RW once received
<b>3.3</b>	Social Media	LP discussed markets posts, has made a mock-up of calendar of dates to be handed out by stall holders on the day. Dates to June to be promoted.  Extra hashtags to be added to markets #newcastlemarkets  LW mentioned a lot of reposts	LP to print and be reimbursed  LP to send DA the hashtags and DA to review drop pin also tiny url change also.  JM to provide LP and LW feedback to DA for socials.
<b>4. Presentations of 150<sup>th</sup> Events – Guests RW, DP, DB,KS</b>			
<b>4.1</b>	Robert Watson (Historian)	<p>Provided details of his background as a historian. Discussed challenges reaching out to schools, churches etc to volunteer to do free activations in areas including music, history, sport,etc</p> <p>Various booklets/books produced or already produced that are being launched for 150<sup>th</sup>.</p> <p>50-page book put together about the history of Wallsend for schools. Produced for free provided the card with QR code to view the book.</p> <p>EA - working with Wallsend Heritage Group, and this is currently in draft format for release around March.</p> <p>RW - There will also be a link to the Wallsend Area, then and now and join group. RW posting historical items each day. Over 8k members.</p> <p>Heritage Group has also put together a book of old photos of Wallsend. Intended to be downloaded for free.</p>	

		<p>Looking for Library to donate room hire for historical talks.</p> <p>RW will approach CN</p>	
4.2	Katerina Skoumbas	<p>Wall on corner Nelson &amp; Boscowan street (laundromat building). Approval from Owner.</p> <p>Artist Calum is an upcoming artist</p> <p>Presented some of the artists work which is focused on portraiture.</p> <p>Story of mural – Mel Muddle photography work young people 12-24 years of age of Wallsend with Mosaic as a partner. Setting up a 'self-portrait' experience. Printed digitally allowing persons story to be told.</p> <p>KS planning to go for a \$2k youth week grant to assist with cost of this photography project. WTBA \$2k, Mosaic \$1k.</p> <p>April 22 (after youth week) Or August to coincide with event on Aug 17. Also, library would be a good place to install the imagery or opposite mural.</p> <p>Timeline for mural – 2 weeks to install weather pending. Tentative from April 22 for two weeks. Depending on photography project. If cannot be tied in with Youth Week will push to August.</p> <p>Workshops will still take place in Youth Week.</p>	<p>WTBA to vote to support with \$2k for Photography exhibition to partner with mural.</p>
4.3	Double Digits Marketing – DP/DA	<p>DP – Provided background of historical activations New Lambton. Hamilton and now Wallsend.</p> <p>Formal event on Sat April 13<sup>th</sup> 10am – 11am 150-year celebration / birthday. Giant</p>	<p>DP/DA Liaise with RW for community events.</p>

		<p>Cake cutting to celebrate the 150<sup>th</sup> birthday of Wallsend.</p> <p>150<sup>th</sup> Progressive Dinner Party around the April 13 date.</p> <p>NEWFM to partner 3 local venues, hosted by NEWFM breakfast team.</p> <p>Calendar of 150<sup>th</sup> Events produced delivered to media, local businesses etc.</p> <p>RW New Lambton ran for a week which was good, Hamilton ran for a day, Wallsend's year of events is a great step up.</p> <p>EA – Have you had conversations with CN about what could be resourced from there. To consolidate the calendar of events. Possible assistance with booklets printing etc.</p> <p>KS - Is this the main marketing drive behind the 150<sup>th</sup></p> <p>DA – Just for events.</p> <p>EA – Consolidating the events possibly via CN resource. Newcastle Herald began here in Wallsend it would be good to involve them.</p> <p>DP – Vision first then the how to comes next.</p>	<p>JM – Pose question via TM upon his return.</p> <p>EA to follow up at CN</p>
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<b>4.4</b>	Markets	<p>Next stall Feb 3</p> <p>Agreement with Purple Card project has been ceased due to budget restraints.</p> <p>Linda Pinkerton is to voluntarily manage the markets until Board review at budget planning meeting for 24/25 FY</p> <p>A lot of candle stall queries. Proposed photos of stall holders and a bio.</p> <p>LW suggested a photo collage and make it into a slide for more engaging lifestyle imagery for social posts.</p> <p>LP would like Boar to send letter to Bianca Bartlett from Purple Card for her effort with markets.</p>	JM to send thankyou letter to Purple Card
<b>4.5</b>	New Board Members Required	<p>LW to follow up his contacts</p> <p>RD has a new job and will not be based in Wallsend. RD has resigned from Board. Has been on Board for 4 years.</p> <p>EA suggested it would be good to keep the Village involved.</p> <p>WR thanks RD</p>	JM follow up Mike Holm
<b>4.6</b>	New 24/25 Budget Planning Meeting Date	March 20 at 52 Robert St Wallsend	
<b>4.7</b>	Pressure Cleaning	New dates sent to database commencing around Jan 28 over a month after hours.	

Next Meeting: Feb 21 at Iona on Robert (52 Robert Street, Wallsend)