



MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT
ASSOCIATION

ABN 55634039506 | INC ID 1901583

BOARD MEMBERS

Name	Abbreviation	Business represented
Tony Sansom	TS	Community Member
Chris Russell	CR	CIMS Café
Brett Hyham	BH	Mayfield MEX Club
Kath Teagle	KT	Mayfield Medical Connection
Aaron Buman	AB	Newcastle Affordable Housing
Emma Warren	EW	LoveMayf Instagram
Phil Boyd	PB	UBOX Training
Anthony Ross	AR	Hunter Volunteer Centre

CN REPRESENTATIVES

Thomas Michel	TM	CN
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GUESTS

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MEETING OPEN: 4:32pm

MEETING CLOSE: 5:58pm

MEETING MINUTES

Date	Tuesday 20 June 2023
Location	MEX Club Mayfield
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Tony Sansom	TS	Community Member
Brett Hyham	BH	Mayfield MEX Club
Phil Boyd	PB	UBOX Training
Kath Teagle	KT	Mayfield Medical Connection
Chris Russell	CR	CIMS Café
Thomas Michel	TM	CN

APOLOGIES

Emma Warren	EW	LoveMayf Instagram
Anthony Ross	AR	Hunter Volunteer Centre
Aaron Buman	AB	Newcastle Affordable Housing

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Confirmation of Previous Minutes	<u>Moved:</u> Kath Teagle <u>Seconded:</u> Chris Russell	Nil
1.2	Conflicts of Interest	Declared conflict of interest with Emma Warren's EOI for Digital Asset Partner Role with MBIA, as an existing member of the Board.	Nil
1.3	Treasurer's Report	Budget at bank \$3,439.00	Nil
1.4	Matters Arising	a. JM advised Sarah Horan from CN, confirming attendance at August meeting to discuss Mayfield Local Centre upgrade.	Nil
1.5	City of Newcastle Matters	<p><u>SBR Rate Levy Increase</u> TM advised that the CN have applied to the State Government and have been approved for a 3.9% rate increase hence the SBR Levy will go up by 3.9%. TS queried TM about existing use rights for residential properties operating as a commercial entity in the BIA precinct area. TS advised TM to look into this and report back to the Board as TS believes that these business arrangements should be paying the levy; therefore there may be additional areas to capture the levy for the MBIA to use in expenditure. TM will follow up and advise Board, currently only commercial property within the geographical boundary are subject to pay the SBR levy. TS said a lot of commercial businesses are in residential areas in the mapped out precinct.</p> <p><u>Deliverables Plan</u> TM advised that the Mayfield Deliverables Plan has been approved. JM explained the Acquittal process to which reports are due to CN by July 31. Once the Acquittal has been completed and approved by CN, new funds will be dispersed into the MBIA account, expected August.</p>	TM to understand scope of levy to be paid by commercial entities operating out of residential areas, to advise the Board.

		<p>SBR Contestable Funding BH and TS enquired with TM about SBR Contestable Funding that has been received in other precincts. TM explained that there are not enough businesses in the precinct to collect extra funds to fill the SBR Contestable Funding. TS referred TM back to his query about commercial entities operating in residential areas, and the rights associated with this.</p> <p>Disability Inclusion Mapping TM discussed that CN has funding for Disability Inclusion Mapping in the precinct at no cost to the MBIA. TS advised that there is a service provider wanting to visit businesses in the Mayfield precinct. All Board agreed that they are happy for this to proceed. Provider will contact TS.</p>	
1.6	Correspondence	Nil	Nil
2. Outstanding Actions			
	Nil	-	Nil
3. Items for Discussion and Decision			
3.1	Events – Mural Activation	<p>July 7 / 8 Jordan Lucky Mural Activation</p> <p>PlayState have requested LiveSpots to accompany the Mural Activation. This was approved unanimously by all Board present with a \$500 budget.</p> <p>Board will procure the purchase of 20 x \$25 gift vouchers from businesses surrounding the Mural, to be given away via social media, in the aim of promoting the Mural Activation.</p>	JM to advise PlayState.
3.2	Events – Mayfield Day	<p>Hunter Events Group report was circulated to Board prior to meeting. TS asked the Board for feedback. KT attended and thought the day was run well, engagement was good, and the attendance numbers were excellent. TS spoke to stallholders and the feedback was very good. BH attended the event also and noted that the MEX Club gave 100 vouchers away with 26 redeemed. MEX Club were very happy with this result.</p>	Nil

		<p>Feedback from the Event Report and from BH was for the Board to contact CN about having a tap or some sort of water supply installed at Webb Park, not just for this event, but for general public and community utility. TS advised that he would write a letter to CN with this request.</p> <p>TS advised for future events, that a subcommittee from the Board should review stallholders, as he felt there were too many food stalls and that the showbag stallholder was not appropriate as it was very expensive.</p> <p>BH noted that Genesis would possibly be interested in sponsorship for future events in 2024.</p> <p>All Board agreed that Webb Park was a suitable location to continue with Mayfield Day in 2024. TS advised the Board that in future, it might be possible to close off Waratah Street (between Baker Street and Hanbury Street) to expand the activities. This is something that the Event Coordinator could review and advise.</p> <p>JM asked the Board if they were content and satisfied with Hunter Events Group to proceed with Mayfield Arts Trail and Mayfield Day in 2024. Board present unanimously agreed that they were satisfied with the quality of service from Hunter Events Group and would continue using their event co-ordination services for future MBIA events.</p>	
3.4	Rotary	<p>The Board discussed Rotary sponsorship. Board was referred to Rotary presentation at past meeting.</p> <p>All Board present agreed unanimously to continue support 23/24 financial year with \$1500 commitment now and review in future months.</p>	JM to advise Rotary
3.5	Social Media Management	<p>EOI to undertake Social Media Management was sent to 5 providers, which obtained three responses / application for MBIA social media management.</p>	JM to advise unsuccessful social media management tenders and

		<p>All proposals were emailed to Board prior to the meeting for review. TS spoke to all proposals and reviewed in detail. PB spoke of his experience in Social Media Management suppliers, noting concern that you can't see the effectiveness of the strategy until the provider is engaged and tests on the social media platform. Due to this, PB discussed the benefit of engaging a new provider on a trial period.</p> <p>Board agreed that a new supplier will be taken on for a 6-month period, with a review to confirm increased engagement with community.</p>	thank current provider.
4. General Business			
4.1	LiveSpots	<p>LiveSpots zoom conducted with JM, TS and Gabe Argris (LiveSpots Talent Manager) prior to Board Meeting.</p> <p>Budget for LiveSpots in 2023 was advised. TS has advised soloists only between Mayfield West and Mayfield East. TS also advised Gabe of performance requirements as discussed with CN for footpath performances.</p> <p>Proposed program runs from September 2023 – November 2023.</p>	Nil
4.2	Pressure Cleaning	<p>TS has met with providers for pressure cleaning of the precinct and has reviewed both quotes. Both quotes were presented to the Board by JM. TS has physically walked the areas with both providers. TS explained to the Board, the quote and the area that is to be cleaned.</p> <p>Board voted unanimously for 4 Seasons to conduct cleaning.</p> <p>TM requested that the Board write a letter to CN for a purchase order to be raised. Date of cleaning commencement to be advised.</p>	JM to advise provider and arrange letter from Board to CN for a purchase order to be raised.
4.3	Appreciation	The Board provided thanks to Brett Hyham for participating in Mayfield Day. BH was present all day,	Nil

		monitored the Park and liaised with the community. BH has done a great job and plays a significant role in positively representing the MBIA.	
4.4	Agenda Items deferred to next meeting	Antique Fair Branding and Logo Hunter Coastal and Lifestyle Print Media	
5. Strategic Review and Discussion			
5.1.	Nil	-	