



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

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| Emmily Acton | EA | CN |
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GUESTS

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| Sarah Horan | SH | CN |
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MEETING OPEN: 4.33pm

MEETING CLOSE: 6.01pm

MEETING MINUTES

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| Date | 08 August 2023 |
| Location | MEX Club Mayfield |
| Minute Taker | Janice Musumeci |

ATTENDEES

| Name | Abbreviation | Business represented |
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| Tony Sansom | TS | Community Member |
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APOLOGIES

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|--------------|----|--------------------|
| Phil Boyd | PB | UBX Training |
| Emma Warren | EW | LoveMayf Instagram |
| Emmily Acton | EA | CN |

MINUTES

| Item No | Agenda Item | Details | Actions |
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| 1. Welcome and Administration | | | |
| 1.1 | Confirmation of Previous Minutes | Moved: Brett Hyham Seconded: Chri Russell | Nil |
| 1.2 | Conflicts of Interest | None | Nil |
| 1.3 | Treasurer's Report | Budget at bank \$2,023.79 Received BAS REFUND for Apr – Jun quarter Acquittal Report for 22/23 FY sent to Board Annual Report prepared and ready for AGM | Nil |
| 1.4 | Matters Arising | Playstate Mural Update – Mural underway after weather delayed launch weekend | |
| 1.5 | Correspondence | Mayf East P&C Sponsorship of school's cookbook request \$350 TS letter of thanks to MEX CLUB for collaboration and sponsorship of Mayfield Day TS request to CN for a tap/ water access at Webb Park and footpath in park. | Approved unanimously all Board attending. JM to contact P&C TS advised CN approved Webb Park water access |
| 2. Outstanding Actions | | | |
| | Nil | - | Nil |
| 3. Items for Discussion and Decision | | | |
| 3.1 | City of Newcastle Matters | SH – Local Centre Upgrade <ul style="list-style-type: none"> SH provided description of her role at CN. Provided Board with update on Mayfield Local Centre Upgrade. Now in planning phase developing public domain plan for CN approval. Will then go to project team for detailed design. Scope for projects starts at Hanbury St to Fawcett St. | |

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| | | <ul style="list-style-type: none"> • Over 900 locals submitted feedback regarding cycleways along Maitland Rd. UoN Students have tested and will provide options for cycleways. • SH working with UoN students and invited Board to attend exhibition of students work Aug 18. <p>KT – Commented about how the upgrade will affect petrol stations – broad discussion</p> <p>AB – Believe could be easily achieved along Maitland Rd due to current speed limits in place and believes it should not be a major effect.</p> <p>BH – Raised a query around parking with a broad discussion</p> <p>SH – Advised CN will do extensive community consultation. Advised Maitland Rd no longer a State Road has been handed back to local CN. Discussed concerns around big changes and will be investigating taking a placemaking approach in the interim e.g., temporary cycleway to test as a potential idea.</p> <p>TS – If loss of parking needs to reproduce that parking elsewhere</p> <p>TS – Asked, if possible, to extend to upgrade to Baker St area. Board agreed sighting business district is moving up along that side of Maitland Rd. A lot fo renewal happening with Das for units and commercial spaces below. TS adamant that area is technically the end of the shopping precinct.</p> <p>AB – Supported this idea</p> <p>KT – Agreed requesting extension al the way to Dangar Park as the entry way to Mayfield from East.</p> <p>SH – To review these requests</p> <p>AB – Reference to traffic lights at Victoria St. 1) consideration for a plaza like James St Hamilton as a meeting place area. 2) Safe space for people to catch buses e.g., well-lit and drive in and out off main road.</p> <p>SH – Remarked students have looked at this area. Please come to exhibition to discuss.</p> <p>AB – Advised McDonalds turning lane needs to be removed. Board agreed to support this idea.</p> | |
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| | | <p>SH – Suggested collecting data and agreed it is valuable space</p> <p>TS – Queried suburb identifying signage in plan</p> <p>SH – Could be challenging but could be reviewed.</p> <p>TS – suggested private sector sponsored signage. Lighting at night an advantage for safety.</p> | |
| 3.2 | Mayfield Day | Post event report sent to Board | Nil |
| 3.3 | Street Cleanliness and Beautification | <p>TS – Webb Park reported footpath and corner of Victoria st/ Maitland rd.</p> <p>TS Working closely with CN and Jarrod Barrie. They have conducted a walk-through identifying issues on both sides of Maitland Rd.</p> <p>TS contacted by 4 Seasons regarding pressure cleaning. Date TBA. Will give Board 10 days’ notice for database notification. Will complete within 7 days at night.</p> | Nil |
| 3.4 | Live Spots | <p>TS/JM – Meeting with Gabe Argiris. Agreement of approx.. 60 Live Spots commencing September on Saturdays only. Mayfield West to Havelock St. Regular performers on rotation.</p> <p>TS – Proposed purchase of easel and frame from K Mart and print A4 signage for Live Spots artists to have on display identifying MBIA sponsorship. Cost approx.. \$15 each</p> <p>All Board present unanimously agreed</p> | <p>TS – Purchase 12 to be reimbursed by MBIA upon presentation of receipt.</p> <p>TS – Leave with BH at Mex Club for Gabe Argiris to collect and</p> |

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| | | | distribute to artists. JM Send schedule to Board once booked. |
| 3.5 | Social Media | <p>TS Meeting with Pepperit for handover.</p> <p>Feedback – too many mixed messages and a need for stock photography.</p> <p>KT – proposed a database mailout asking businesses to share info directly with Pepperit for social media exposure.</p> <p>Discussion around a Board member to liaise with Pepperit. Possibly Em Warren to be discussed at a later date.</p> | JM - To organise Database mailout with info |
| 4. General Business | | | |
| 4.1. | Branding / Logo Design Brief | <p>2 quotes presented to Board for logo design and rebranding.</p> <p>Pepperit Branding package approved by Board unanimously as well as proposal for photographer for library / stock images.</p> | JM – advise suppliers |
| 4.2. | Antique Fair 2024/2025 Budget | <p>TS – Proposed Board consider Antique Fair for next budget.</p> <p>This was well received by Board suggesting an Antiques Roadshow style event.</p> | Nil |
| 4.3. | Mayfield Arts Day Trail (MAT) | <p>Jacinta Fintan from Little Festival has been in contact with TS’.</p> <p>TS briefed board on locations proposed for Little Festival during MAT day.</p> <p>Board happy for UPNUP to utilise Castle Personnel space again</p> | JM – Advise UPNUP |

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| 4.4. | Rebecca Murray Street Art | JM contacted RM and she is too busy to complete further street art in 2023. | |
| 4.5. | Bingo Comp. Proposal | Slice Wireless met with TS and proposed a Bingo Competition for precinct promoting the Shop Local theme. This was well received by Board. | TS – Advise Slice Wireless this may not be in 23/24 budget and to send costing to Board. |
| 4.6. | Hunter Coastal Lifestyle Promotion | TS advised HCL to move forward with the next publication and briefed Board on editorial to be included. Print media budget approved at DP workshop of \$10k | |
| 4.7. | Small Business September Grants | TS advised the Board that as we missed last meeting this cannot go ahead but something to consider for 2024. NSW State Govt grants for small business event in Mayfield a possibility. | |
| 5. Strategic Review and Discussion | | | |
| 5.1. | Nil | - | |