

CONFIRMED MEETING MINUTES

Date	22/12/21
Location	95 Beaumont St Hamilton
Time meeting opened	4.30PM
Person keeping minutes	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Evan Reid	ER	Commonwealth Bank
Kate Ellis	KE	Sportspower
Reece Hignell	RH	CakeBoi
Kellie Mann	KM	Lotus Fashion
Amanda Hinds	AH	Community Member
Sandra Maloy	SM	Qs Books
Thomas Michel	TM	CoN
Janice Musumeci	JM	CoN

APOLOGIES

Rob Burton	RB	132 Newsagency
Brendan Jones	BJ	Sanderson Meats

MINUTES:

Item	Details	Actions
CoN Matters	<p>TM – Tentative date BIA Ideas Exchange March 2 at 12 Stewart Avenue. All invited to find out what other BIAs are doing. Chair report on projects & 2022 vision.</p> <p>March is also “Small Business Month” possible ‘expo” for small businesses in precinct – refer to Jan 22 meeting.</p> <p>ER – Important for Ash Abbot & Nick Kaiser to attend next meeting to discuss how we can improve the CoN process for collaboration in future for events.</p>	<p>Board – Provide questions on notice to Ash Abbott and Nick Kaiser for next meeting.</p>
Governance	<p>Conflict of Interest – Nil</p> <p>Correspondence – Nil</p> <p>Previous Minutes – Approved ER Seconded RH</p> <p>Matters Arising - Nil</p> <p>Budget - \$50889</p>	<p>JM – Advise Paul Maher & Ali Sobel</p> <p>Read to present invoices to be paid 2022</p>

<p>Subcommittee Reports</p>	<p>Live Spots – KM City SBR contestable funding being used for awareness and recruitment of talent.</p> <p>Events – 12 Days of Xmas /Hamilton 150</p> <p>RH - mixed feedback, roaming Santa confused the public but is better to have Santa than none.</p> <p>ER – Must be better in 2022. Roaming did not work well. A lot going on at once at end of year with lockdown affecting our plans for Hamilton 150.</p> <p>RH – Possible bigger spend in 2022. Ham 150 coffee cars worked well for his business.</p> <p>SM – Did anyone check other cafes responses for Dec 11?</p> <p>ER – Digital adverting proposal. Ensure foot traffic is our drive, to get more people to precinct for businesses.</p> <p>VOTE – James St Plaza Xmas activation 2022 – unanimously approved.</p> <p>ER – All board to come up with ideas for Hamilton 150 in 2022. Suggested Board apply for some Contestable funding for this event in 2022. This has the potential to be the next big annual event for Hamilton.</p> <p>Markets – ER spoke to Nick Kaiser of CoN asked him to confirm with Board at next meeting is markets OK for Plaza in 2022.</p> <p>Social Media – RH – management has been an ordeal with the giveaways is a lot of work. Inst has grown by 800 followers in 5 months. Getting good rapport and awareness of BIA with businesses via giveaways and positive feedback.</p> <p>ER – Referred to Common Circus giveaway and liked that we used a business that is not specifically in the precinct but with a large following. This helped grow precinct awareness.</p> <p>ER – Asked RH if he would continue doing socials for 2022</p>	<p>RH – message participating cafes for feedback</p>
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	<p>RH – Revisit at planning session 2022. Will talk further with ER.</p> <p>AH – History posts always do well. A lot (maybe too many) Santa posts in Dec. Proposed going back to more business specific posts in 2022.</p> <p>ER/RH – Videos decision on businesses postpone to Jan 22.</p> <p>ER –Videos Budget \$7700- Proposed new questions for businesses EG: What makes this business different? What does this business do that is “above and beyond?”</p> <p>ER- BIA funded promotional video for the precinct. Funding to drive traffic for economic development.</p> <p>SM – Agreed that small activations have been fun but once completed no longevity.</p> <p>KE- Advertorial of the area is an asset and has a longer life than a one-off activation.</p> <p>ER – Networking Events. Is “Business Banter” the right tone for a networking event? All agreed more professional tone needed. What are business going to gain if attending?</p> <p>KM – Proposed business breakfasts. Same location monthly.</p> <p>ER – Board needs to present. Business owners pay to attend to assist with costs. BIA cover cost of promotion.</p> <p>ER – D+D to help coordinate monthly? Unanimously agreed. Must connect with services eg, solicitors, real estate, doctors, finance etc.</p> <p>TM – Suggested first networking event for March small business month</p>	<p>ER – Share videos with Board to inspire design</p> <p>RH / ER – provide Straightline with a brief to produce quality video</p> <p>KM – To provide rotating roster for Board attendance.</p> <p>KE/KM – Collaborate to organise. Put forward a proposal to Board present in Jan 22.</p> <p>ER – Speak to D+D</p>
<p>General Business</p>	<p>JM - SBR Contestable funded project the mural at Hive is complete.</p> <p>RH – Shannon Bellamy mural commencing soon.</p> <p>ER – Business Passport – How can we promote businesses in the precinct better? Go to each business for an offer, create a local passport booklet. Create mini passports delivered to locals in precinct and further. Perforated</p>	<p>AH – To set up tripod for video</p>

	<p>booklet style with time limit to create urgency on spend.</p> <p>KM – Proposed similar in 2019.</p> <p>ER – Thankyou to all for 2021. Consider your positions for 2022 at AGM Feb 17 at 6pm. Consider what time you can give to Board. If everyone does their part equally to contribute and support projects.</p>	<p>KM – Bring proposal to next meeting.</p>
Review	How did we go? ALL - very efficient	

NEXT MEETING: 19/01/22 5 pm

MEETING CLOSE:

Time meeting closed:	5.50pm
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