

MEETING MINUTES

Date	Wednesday 24 February 2021
Location	Newcastle Men's Shed- 99 Beaumont St Hamilton
Time meeting opened	8.00 am
Person keeping minutes	Gracyn Endacott

ATTENDEES

Name	Abbreviation	Business represented
Sandra Maloy	SM	QS Books
Kellie Mann	KM	Lotus Fashion
Janice Musumeci	JM	July Jones Studio
Rob Burton	RB	Beaumont Street Newsagency
Kate Ellis (phone)	KE	Sportspower
Evan Reid	ER	Commonwealth Bank
Apologies		
Thomas Michel	TM	City of Newcastle
Clare Wilkinson	CW	Purser Corporate Communication
Guests		
Gracyn Endacott	GE	Purser Corporate Communication
Georgia Hughes	GH	Purser Corporate Communication
Brad Burgoyne	BB	Newcastle Live
Dan Beazley	DB	Newcastle Live

MINUTES:

Item	Details	Actions
Governance	<p>COI: Nil</p> <p>Minutes of last meeting: 24/02/21 minutes Approved JM Seconded KM</p> <p>Correspondence: Ruth Cotton highlighting disability parking and alcohol-free zone. Had meeting with Carol Duncan and issues will be taken back to council – particularly for</p> <p>Charlotte McLeay (standing for local Greens member) has reached out and is meeting with JM and KM this Friday at 9am. Charlotte wants to hear what the BIA has been doing</p>	<p>CW to double check deliverables plan to see how it fits within the deliverables plan</p>

	<p>Business around the second proposed event for Laneway dining raised concerns about event being outside of their businesses as a result second event is not going ahead. JM has emailed response back and correspondence has been positive.</p> <p>Conversation with Dana from Double digits proposing the following ideas:</p> <ul style="list-style-type: none"> - Hounds of Hamilton- put on hold as we still need to see how this fit in the Deliverables plan - Seniors Week- community hive - Health services events - Mother's Day as the main focus <p>Treasurers Report: Remaining \$70,198.02 as of today.</p> <p>Approved to pay:</p> <ul style="list-style-type: none"> - Double Digits to pay for Valentine's Day promotion - Prep work for Laneway Dining also to Double Digits - Reimbursement to Evan Reid 	
<p>AGM</p>	<p>Janice has contacted Amanda Hynes about interest of stepping onto the board</p> <p>Roles to be considered.</p>	<p>ER to contact Michelle Westwood-</p> <p>GE to send constitution to Janice</p> <p>GE to check with CW about treasure report and chair report</p> <p>JM get report off Men's Shed for chair report</p> <p>GE to check with CW about light refreshments for the AGM</p> <p>GH social media post for Friday</p>

<p>Newcastle Live</p>	<p>Positioning Hamilton BIA as a destination place. Month to month promotional ideas leverage from Newcastle Live's audience through.</p> <ul style="list-style-type: none"> - Sponsored articles: working with a journalist to produce a 'news piece' - Sponsored video - Website Banners and MRECS - Instagram shout out which include post and story on NL Instagram <p>Proposed continuous advertising over a 3 month period incorporating the above sponsored posts. \$5364 + GST</p> <p>Board to consider advertising options at next meeting</p>	<p>Dan will email through the slide show presented today</p> <p>PCC when there is event coming up promote on Newcastle Lives free gig guide</p> <p>CW to check if this fits within the budget</p>
<p>Subcommittee reports</p>		
<p>Live Spots KM</p>	<p>Everything is almost ready to go. After Belle and Thomas meet on Friday Live spots will be able to get the ball rolling.</p>	<p>KM to get quote from Scion and clarification from other BIA regarding quote to Scion</p>
<p>Hunter Hunter ER</p>	<p>Bespoke editorial features- ideas:</p> <ul style="list-style-type: none"> - Best cocktail in Hamilton - Iconic business owners - Iconic spots to visit in Hamilton that will be advertised on HH (\$800 + GST) for the one editorial) Four segments over the coming months 	
<p>Newcastle Food Month</p>	<p>Mockingbird completely sold out.</p> <p>Second Laneway event cancelled due to Business Concern- Janice has delt with</p>	
<p>Social media- including logo and FB banner revamp</p>	<p>Paid promotions for social media – how can we use Facebook advertisement for Hamilton BIA?</p>	<p>CW to check if we can buy a universal credit card to pay for things like</p>

	Facebook banner idea: collage of different photos to create new Facebook banners. – alternative is to use the hello Hamilton pull up banner design as FB banner. Designed by Peta Coulin.	JW let designer know to park the idea for now
Business Support JM	Videos of the business precincts- has been discussed in previous minutes.	PCC to develop quote
New Businesses	Fever Dream on Beaumont St (clothing shop) Blonde Boy (hairdresser on Islington)	
General	JM is speaking at Lord Mayors morning tea Monday 8 th March at 10am at Newcastle City Hall. BIA members and PCC are attending to show support. Reece is starting high teas launching Mother's Day- how can BIA collaborate with this event? Idea to buy entire session and nominate a mother to win the tickets within the precinct.	
Review: how did we go?	Efficient and productive	

NEXT MEETING:

Date:	24.03.2020
Time:	8:00am
Location:	Men's Shed

MEETING CLOSE:

Time meeting closed:	9:56 am
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