

APPROVED MEETING MINUTES

Date	22/09/21
Location	ZOOM
Time meeting opened	4.05pm
Person keeping minutes	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Cornelia Schulze	CS	Hunter and Coastal Lifestyle Magazine
Marty Adnum	MA	OOTS
Damien O'Brien	DO	O'Brien Winter Partners Law
Apologies		
Michael Chapman	MC	Colliers
Guests		
Janice Musumeci	JM	JM Consultancy Services
Thomas Michel	TM (CN)	City of Newcastle
Deb Austin	DA (DDM)	Double Digits Marketing
Dana Pichaloff	DP (DDM)	Double Digits Marketing

MINUTES:

Item	Details	Actions
City of Newcastle matters	<p>TM – Contestable SBR Funding update. Funding agreements have been sent to all successful applicants. A diverse range of projects for the City. Details will be announced publicly once all applicants have been advised and funding agreements returned.</p> <p>DO – Suggested the details be uploaded onto the new BIA website and announced on socials.</p>	
Governance		
Conflict of interest	nil	
Previous minutes	Approved CS Seconded DO	
Matters arising	<p>JM – Still searching for Database quotes</p> <p>CS – Fresh Marketing update on quote for Inst and FB management. Need to decide if we want to duplicate or have Fresh provide new content on each platform.</p> <p>MA – Proposed duplicate posts for now to be reviewed in future. ALL APPROVED.</p>	<p>JM – Provide quotes at next meeting with target to engage database service provider by end Nov.</p> <p>CS – Advise Fresh to duplicate posts from Insta to FB</p>

		and find out charge.
Correspondence	nil	
Budget	<p>Balance \$133,386.23</p> <p>Purser invoice outstanding \$2871</p> <p>Fresh Marketing \$2618</p> <p>Hunter & Coastal \$2445.30</p> <p>DO – Confirmation that it is appropriate to add JM to account.</p> <p>TM – Confirmed as per service agreement</p> <p>JM / TM – BAS overdue from 2020 Accountant to complete and to be engaged for future. ALL AGREED.</p>	<p>DO – Arrange JM and CS as signatories and set up ComBizz for ease and to expedite payments</p>
Subcommittee reports		
Business Support & new business	nil	
Live Spots	<p>JM – liaising weekly with Fuzion Management. Live Streams on FB every Thursday at 7.30pm indefinitely.</p> <p>Fuzion to manage socials set up Instagram & Tik Tok</p> <p>Quotes for Live Spots website rebuild presented. Board voted to go with Fresh Marketing as most competitive quote. They have suggested a 3 week turn around. Quote \$1840 + GST ALL AGREED</p>	<p>DO – Email Fuzion to clarify expenditure requirements for admin purposes.</p> <p>JM – advise Fresh Marketing</p>
Social Media	<p>Our reach is only around 100 people per month. Fresh Marketing need to be reminded to like and follow posts regularly. Need to grow organically.</p>	<p>JM – As Admin to go into FB and follow some City businesses.</p>
	nil	
NTIG	<p>DO – Has offered legal services FOC to a group he from Sydney offering activity based workshops in the area.</p>	
	<p>Nomination for Evan Sutter to the Board. ALL AGREED</p>	<p>JM – Advise Evan Sutter</p>

	<p>DO – Possible new person to be considered for Board Nomination TBA</p> <p>SBR Contestable Funding Presentation – CS presented for Hunter Coastal & Lifestyle special edition - DO Approved MA Seconded</p> <p>Xmas Community Activation – Double Digits presented 3 concepts to the Board. Budget \$12k</p> <p>Agreed to have multiple sites activated in the precinct. Santa must be mobile to satisfy the precinct. Drive people into the area. More funds for promotion of activation required in addition to event budget. Possible activation near CoN Xmas Tree.</p> <p>Discussed the use of any CoN or Colliers vacant premises. Need o focus on Darby st. Potentially 3 sites 4 days each site. Size of SBR Precinct is a challenge.</p> <p>MA – Suggested Rydges Hotel collaboration for a major giveaway</p> <p>DP – Proposed bigger spend with Radio partner.</p> <p>DO – Be sure to engage a diverse range of businesses (not just retail) get more actively involved in promoting the activation.</p>	<p>DO – Advise JM so formal nomination letter can be sent</p> <p>Jm – Speak to commercial property leasing at CoN refer any vacant CoN properties available in the precinct.</p> <p>MC – Refer Colliers vacant properties in the precinct.</p> <p>DDM – Come back to Board with more defined proposal after this discussion.</p> <p>DDM – Scope potential site</p>
Review: how did we go?	Efficient	

NEXT MEETING:

Date:	20/10/21
Time:	4.00pm
Location:	ZOOM

MEETING CLOSE:

Time meeting closed:	6.05pm
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