



Hamilton Business Association Inc.

ABN: 43 576 863 540 | INC ID NUMBER: INC1901585

BOARD MEMBERS

Name	Abbreviation	Business represented
Reece Hignell	RH	Cakeboi
Sandra Malloy	SM	Qs Books
Kate Ellis	KE	Sportspower
Kellie Mann	KM	Lotus Fashion
Rob Burton	RB	132 Newsagency
Amanda Hinds	AH	Community Member
Chelsea Willis	CW	YPT
Brendon Jones	BJ	Sanderson Meats
Vicki Coughlan	VC	Community Member

CoN REPRESENTATIVES

Thomas Michel	TM	CoN
Janice Musumeci	JM	CoN

GUESTS

Cr Jenny Barrie	JB	CoN

MEETING OPEN: 5.10pm

MEETING CLOSE: 6.05pm

MEETING MINUTES

Date	07/04/2022
Location	Blind Monk – Private Room
Minute Taker	Janice Musumeci

APOLOGIES

Kate Ellis	KE	Sportspower
Kellie Mann	KM	Lotus Fashion
Rob Burton	RB	132 NEWSAGENCY
Brendon Jones	BJ	Sanderson Meats

MINUTES

Item No	Agenda Item	Details	Actions
1.	Welcome and Administration – JM		
2.	Previous Minutes – Approved RH Seconded SM		
3.	Correspondence – Cr Jenny Barrie + Rhonda Campbell		
4.	Budget At Bank \$44,928.72 Invoices to pay \$187 Sneddon Graphics \$48.21 Association Fees \$7700 Straightline Media \$350 Accountant		
4.1.	City of Newcastle Matters - TM	<p>SBR Contestable funding round opening 26 April closed May 20. RH on assessment panel.</p> <p>May 3 Info Session booked at The Hive 6pm</p> <p>BIA to lobby interested groups to attend information session.</p> <p>City Intelligence Program - Update</p>	<p>VC/JM – Meet with Men’s Shed to discuss possible application for SBR funds to maintain greenery.</p>
5.	General Business		
	Cr Jenny Barrie	<p>Intro to Board. Open discussion around street cleanliness and community concerns. Cr Barrie asked for the BIA to push to promote</p>	<p>JM/RH - BIA to communicate standards to businesses via database targeting bank</p>

	<p>SM – Suggested targeting banks with letters as their frontage is so wide.</p> <p>RH – Businesses need to own their footpath space. Proposed a letter to banks and businesses via EDM. Also suggested SNAP SEND SOLVE campaign on socials with a video to be produced.</p> <p>Approved – SM</p> <p>Seconded - AH</p> <p>VC – James St Plaza plants are dead. Need for more ground level plating. Uniformity with mosaic planters along street and Kent Carpark. Bins also missing doors.</p> <p>JB – Customer Request Form to be filled in and also alert Cr.</p>	<p>‘civic pride’ in the precinct with businesses.</p>	<p>with wide open frontage.</p> <p>JB / BIA – Lobby CoN for street cleaning</p> <p>All – Promote SNAP SEND SOLVE APP to community</p> <p>VC – Conduct bin audit taking photos and submitting CRF to CoN same for Plaza plants.</p> <p>TM – Follow up possible upgrade of bins on street.</p>
2.2			
2.3	<p>Beautification</p>	<p>RB – Advise via phone today Northern Star Café are wanting hanging baskets x 3</p> <p>Approved RH</p> <p>Seconded SM</p> <p>VC/JM – Co-wrote letter to present to businesses with EOI for plants.</p> <p>Approved RH</p> <p>SECONDED SM</p>	<p>JM – Advise Herb Urban</p> <p>ALL – EOI to be emailed to JM with business email and contact details. JM – Send letter of agreement to businesses</p>
2.4	<p>Social Media</p>	<p>RH Mother’s Day giveaway organised.</p> <p>RH proposed call out to other companies for EOI to manage socials to compare as current provider is a 3-month trial.</p> <p>Approved AH</p> <p>Seconded CW</p>	<p>JM – Send EOI</p> <p>RH – Advise current provider and give feedback</p>

2.5	Deliverables Planning Workshop	May 7 The Hive 2-5pm RH Asked Board to come with ideas and be prepared to take on projects/be more proactive.	
2.6	Collaboration with Business Centre	RH collaborated with Business Centre to pull together more support for new small businesses in precinct with co-branding of BIA.	
2.7	Events – Feedback Rob Burton via phone	<p>RB expressed concerns about direction of events in precinct. Preferred smaller regular activations as we have been done in the past. Proposed Hamilton needs to have something happening regularly. Social media only is not enough and expressed he does not want to see the BIA spend lump sums of dollars on one large event as has happened in the past in Hamilton.</p> <p>What is the future direction?</p> <p>RH reminded the Board they voted in 2021 to move away from smaller events and be more strategic about advertising the precinct to draw more visitation. All of the events planned in last year’s Deliverables Plan have been successfully executed.</p> <p>RH – Relevant feedback and suggested RB bring proposal and ideas to the DP Workshop as we look forward to plan for the next round of funding.</p>	<p>JM – Sent out RH approved EOI to several event coordinators for new financial year. EOI closes April 30 and proposals to be presented to Board at DP Workshop.</p>

NEXT MEETING: May 7th 2pm Deliverables Planning Workshop