



MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT ASSOCIATION
ABN 55634039506 | INC ID 1901583

BOARD MEMBERS

Name	Abbreviation	Business represented
Chris Arnold	CA	Arnold Property
Amy Baldwin	AB	Sidepocket Espresso
Warren Pulbrook	WP	Brook Motors
Kath Teagle	KT	Mayfield Medical
Reece Hignell	RH	Community Member
Tony Sansom	TS	Community Member
Craig Robinson	CR	Community Member
Brett Hyham	BH	Mex Club

CoN REPRESENTATIVES

Thomas Michel	TM	CoN

BIA REPRESENTATIVES

Janice Musumeci	JM	BIA
Victoria Gill	VG	BIA

GUESTS

Keith Finnie	KF	Rotary
Damien Keegan	DK	Rotary

MEETING OPEN: 4:35pm

MEETING CLOSE: 6:30pm

MEETING MINUTES



Date	Tuesday 22 February 2022
Location	MEX Mayfield
Minute Taker	Victoria Gill / Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Damien Keegan	DK	Rotary
Keith Finnie	KF	Rotary
Chris Arnold	CA	Arnold Property
Warren Pulbrook	WP	Brook Motors
Kath Teagle	KT	Mayfield Medical
Reece Hignell	RH	Community Member
Tony Sansom	TS	Community Member
Craig Robinson	CR	Community Member
Thomas Michel	TM	CoN
Janice Musumeci	JM	BIA
Victoria Gill	VG	BIA

APOLOGIES

Amy Baldwin	AB	Sidepocket Espresso
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MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1.	Confirmation of Previous Minutes	Moved: RH Seconded: CA	Nil
2. Outstanding Actions			
2.1	CoN Matters	- Lighting & Flooding Discussed below	Nil
2.2	Governance	<ul style="list-style-type: none"> • Conflicts of Interest – None • Matters arising: Nil • Budget \$87,192 at bank \$440 owing in BAS \$85.20 outstanding for logo enhancement • Correspondence: Evan Suter – Happiness Project <ul style="list-style-type: none"> ○ Happiness Project: \$6000 in funding as a part of the Mayfield Deliverables Plan. Evan disgruntled with the BIA arrangements for the project. The general consensus of the Board was that the business relationship was not operable or working. ○ Whilst Phase One of the Project Proposal of the has been presented, Evan has not upheld his part of the funded project. ○ To this effect, KT and RH to lead the Happiness Project with Kerry's involvement for social media. 	<p>KT & RH to lead the Happiness Project with Kerry's involvement for social media.</p> <p>JM Set up ZOOM meeting with Evan Sutter RH & KT</p>
3. Items for Discussion and Decision			
3.1	Subcommittee Organisation	<p>a. <u>Events – Providers for Mayfield Community Event Day</u></p> <ul style="list-style-type: none"> i. Curious Legends: Malarky Day or ii. Hunter Events Group: Mayfield Day <ul style="list-style-type: none"> • HEG's proposal incorporates Curios Legends and wider plans that incorporates more age groups • Event to be held at Dangar Park: RH noted that an arrangement with Council needs to be made to ensure that the ground is mowed well prior to the event so that grass is not a hinderance for the space. 	Subcommittee CR and CA (RH in an advisory capacity) / JM to organise a Zoom Meeting with HEG.

		<ul style="list-style-type: none"> • Unanimous vote for Hunter Events Group as the successful tender. • JM to gather a contractual agreement from Hunter Events Group, this is to be provided to the board meeting. HEG will also be asked to attend the next Board Meeting. • Dates: Either Saturday 7 May 2022 or Saturday 14 May 2022 • Subcommittee: CR and CA (RH in an advisory capacity) to organise a Zoom Meeting with HEG. <p>b. <u>Lighting, Street Cleaning, Graffiti</u></p> <p><i>i. Cleaning Deliverables Plan \$5k</i></p> <ul style="list-style-type: none"> • CA described the current arrangement with a private contractor is to pressure clean the footpaths, gutters and bit of shop fronts; removal of graffiti where necessary at \$125/h. • KF and DK from Rotary have a Graffiti Tailer and a tank / jet blaster to clean streets. Will not do shop fronts, yet foot paths and graffiti removal is within their capacity. • Rotary requests funding from the BIA (\$1k per year in the past), to cover the cost of resources. KF to ask Rotary to provide an estimate for a suitable amount from the BIA; this is then to be provided to JM. CR to draft a service level agreement with Rotary at the next Board Meeting. • Subcommittee: WP, CA and TS. <p><i>ii. Street / Public Art \$15k</i></p> <ol style="list-style-type: none"> a. Board notified that any public art is to be submitted to Council before it is created. The CoN sub faculty for this is called the 'Public Art Reference Group'. b. Current spaces to be considered, Aldi Carpark, Priceline Pharmacy Blank Wall, Telstra Pods, CA Audio Wall and Muster Point near Pathology. c. RH in conversations with Shan Bellamy and Rebecca Murray to compile an estimate of works. d. UpnUp recommended by KF as another potential collective of artists. e. KF noted that Rotary can assist in the areas that need cleaning, these tasks are to be included in the budget for street cleanliness. f. Subcommittee: RH, KT and AB. 	<p>KF to obtain estimate of works from Rotary, provide to JM and Board to agree on at next meeting, CR to draft a service level agreement.</p> <p>RK, KT and AB to communicate with artists to obtain quotes for work in areas listed aside.</p>
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		<p>g. CA proposed the idea of an Interactive Artwork Walk (Big Picture Fest 2022 undertaking very similar project). If Mayfield decides to run this in the future, contacting a Local Historian Group to compile an Artwork Portfolio to represent Mayfield's History would provide immense value to the community. The Board recognised that a project like this comes at a large cost and with a 12-month lead plan.</p> <p>c. <u>Social Media</u></p> <p>RH liaising with Kerry about frequency of posting on social media, however the platforms are gaining great traction.</p>	RH to converse with Kerry.
General Business			
4.1	Event Proposals	See above	Nil
4.2	HunterHunter Advertorials	<ul style="list-style-type: none"> - HunterHunter cost per article is \$700 plus GST including photo shoot, editorial concept, publish, major feature in e-newsletter, Facebook and Instagram post. - \$3500 plus GST includes 5 articles for number of different businesses with the theme. JM to confirm costing arrangements. - Broad content to include many businesses grouped at large. This would better suit the Mayfield Business Area as it will promote many businesses at once. <p>3 x Group Articles to begin with - proposed by CA and seconded by WP.</p>	JM to confirm costing arrangements with HunterHunter. Begin with 3 x Group Articles at a cost of \$700 (plus GST) each.
4.3	Videos for Small Business	<ul style="list-style-type: none"> - Idea to promote small businesses on social media. Videos have been done in Hamilton BIA and proved great success. - StraightLine Media Quote is \$7700 for 20 x 1-minute social media videos. - Proposed by RH, seconded by CA, third by WP. 	JM / sub committee confirm and follow up with Straightline Media
4.4	Banners on Ausgrid poles refresh proposal	<ul style="list-style-type: none"> - RH noted that banners on telegraph poles are in very poor condition and removal is necessary. They have Mayfield BIA branding on them. - JM to follow up with Ausgrid about process of removal (\$2k to be removed). Board approved to use the same contractor from Wallsend BIA - 'Banaconda'. 	JM /follow up bannerconda
4.5	Voucher Giveaway Promotion	<ul style="list-style-type: none"> - CA proposed to spend \$2k in buying gift vouchers for a social media giveaway, similar to what was done in Hamilton and City BIA. - This project is to be more targeted to Mayfield Charms - 'Best Letterbox', 'Best Beard', 'Best Dog' 	JM Submit quote to board from Kerry Dowling to proceed with social media comp.

		<p>etc. The promotion must be related to business and aims to increase foot traffic and consumer interaction in the area.</p> <ul style="list-style-type: none"> - Subcommittee: RH, CA and Kerry. - JM to obtain quote from Kerry to undertake the project. Board agreed to 10 x \$100 vouchers to commence the project. 	
4.6	Solar Lighting for Dora St Carpark	<ul style="list-style-type: none"> - WP and CA assessed the Solar Powered Lighting for Dora St Carpark. CA identified that there are present installations, however they are not operating. - TM recommended contacting Council first to restore the lights, then reassessing the need to involve Ausgrid where necessary. - Subcommittee: WP, CA and TS 	
4.7	Newcastle Food Month 2022	<ul style="list-style-type: none"> - RH noted that the Newcastle Food Month Events are happening across April 2022. - Magazine coming out shortly. See here for more info https://newcastlefoodmonth.com.au/ - 	Subcommittee Members to add specific requests for each light to Council via Website.
4.8	Board Positions TBD	<p>Chair: Chris Arnold Nominate: RH Second: KT</p> <p>Vice Chair: Warren Pulbrook Nominate: RH Second: KT</p> <p>Secretary: Tony Sansom Nominate: JM / RH Second: KT</p> <p>Treasurer: Warren Pulbrook Nominate: JM Second: KT</p> <p>Public Officer: Chris Arnold Nominate: JM Second: KT</p>	JM Notify Dept Fair Trading new Public Officer

NEXT MEETING:

- BIA Ideas Exchange on 2 March 2022 at 5pm
- Board Meeting 22 March 2022 at 4:30pm – MEX Club