



## MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT ASSOCIATION  
ABN 55634039506 | INC ID 1901583

### BOARD MEMBERS

Name	Abbreviation	Business represented
Chris Arnold	CA	Arnold Property
Warren Pulbrook	WP	Brooks Motors
Kath Teagle	KT	Mayf Medical Connection
Amy Baldwin	AB	Sidepocket Espresso
Tony Sansom	TS	Community
Brett Hyham	BH	Mex Club
Craig Robinson	CR	Community

### CN REPRESENTATIVES

Thomas Michel	TM	CoN
Janice Musumeci	JM	CoN

**Guests:** Louise Manning Hunter Events Group, Kerry Dowling Slice Wireless ,  
Cornelia Schulze Hunter Coastal Lifestyle

MEETING OPEN: 4.30pm

MEETING CLOSE: 5.45pm

# MEETING MINUTES

Date	17/05/22
Location	ZOOM
Minute Taker	Janice Musumeci

**Apologies:** Kath Teagle, Warren Pullbrook

# MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome and Administration</b>			
<b>1.1.</b>	Confirmation of Previous Minutes Conflict of Interest - Nil Correspondence - Nil Budget \$41605.32	Moved: CA Seconded: KT via email	Nil
<b>2. Items for Discussion</b>			
<b>2.1</b>	Mayfield Day – Louise Manning debrief with Board.	<ul style="list-style-type: none"> <li>• Vehicle access issue Webb park</li> <li>• Vendors all satisfied</li> <li>• Concern about event comms but turned out OK - good attendance</li> <li>• Entertainment a success would not recommend more or less</li> <li>• Tables &amp; Chairs needed</li> <li>• No tap on site an issue</li> <li>• More signage in lead up needed</li> <li>• Estimated 1500 attendance</li> <li>• More stall holders nxt time more time to organise</li> <li>• Smaller stage next time</li> <li>• Louise to get back to Board with post event report and budget review.</li> </ul>	<p>Board feedback – a lot of queries about another event. A need for more days like this in Mayfield. Mote time needed for stall holders next time.</p> <p>CR – Need to do a “Lessons Learnt’ for next time. What ca be done better next time. Schedule with costs, timelines.</p> <p>TM – Suggested subsidies to participate to local businesses to assist to cover cost to attend.</p>
<b>2.2</b>	Kerry Dowling – Slice Wireless Social Media Report	<ul style="list-style-type: none"> <li>• 40% growth since taking over in 6 months. A lot of new followers with the Mayfield Day event posts.</li> <li>• Videos – 8 of 10 completed and scheduled to be uploaded each week.</li> </ul>	<p>CR – Proposes post to educate community on reporting crime in the area.</p> <p>KD – Send a draft for approval</p>

		<ul style="list-style-type: none"> <li>• Human interest stories peak interest of followers.</li> <li>• Social Media Competition – every fortnight so far 3 giveaways all well received. More followers coming to the page.</li> <li>• Seems to be some confusion around the name Mayfield Business Collective.</li> <li>• KD proposed a buskers festival/event.</li> </ul>	<p>JM send KD new “about us” for socials.</p> <p>Whilst a good idea not in the budget at the moment.</p>
2.3	City of Newcastle Matters – TM	<ul style="list-style-type: none"> <li>• Deliverables Plan with CM at the moment awaiting approval.</li> <li>• Banners in Maitland Rd due to come down.</li> <li>• Lights in Dora St. What does Board want to do about CN offer?</li> <li>• Sustainability Meeting with Giveable and Boar members to be postponed.</li> </ul>	<p>TS – Ausgrid should have fixed all problems BIA has reported so far. Will follow up to ensure all completed.</p>
2.4	Local Media Advertising – Hunter Coastal Lifestyle, Newcastle Weekly, In Touch Magazine, Hunter Hunter.	<ul style="list-style-type: none"> <li>• Hunter Coastal Lifestyle Proposal to Board – Cornelia Schulze.</li> <li>• Hunter Hunter 2 stories left to complete.</li> <li>• JM – shared proposal from In Touch magazine with Board</li> <li>• JM had arranged Newcastle Weekly to attend meeting but the publication is closed now.</li> </ul>	<p>Board Vote – approved CA/BH Boar to have input to stories.</p> <p>CA approach Hunter Hunter for the 2 stories again.</p> <p>Board chose HCL proposal above.</p>



2.5	Live Spots	Vincents, Side Pocket Espresso. Elmas Café (opening June)	4 locations locked in and rotated. JM ask Fuzin to get back to board with schedule.
2.6	Street Art	<p>PARG approved art.</p> <p>UpnUp, Bec Murray, Shannon Bellamy.</p> <p>CA - Proposed possible Mural Festival as part of Beautification 2022/23.</p>	5 pots approved spend by EOFT S Bellamy 2 large boxes at \$900 each and one pillar \$400 Bec Murray
<b>3. General Business</b>			
3.1	Craig Robinson resigning from Board as relocating interstate		
3.2	Kath Teagle suggested via email JM approach Aaron Buman as new board member.		
3.3	Street Cleanliness	Rotary to possibly clean up empty facades. Major clean needed.	TS – write to CN and seek quotes for empty facades cleaning out of hours and street cleaning and report issues to CN.

**NEXT MEETING: June 14 Upstairs at THE MEX**