



NEWCASTLE BUSINESS IMPROVEMENT ASSOCIATION  
ABN 93706504579 | INC ID 1901584

## BOARD MEMBERS

Name	Abbreviation	Business represented
Kendall Brooks	KB	Brooks Event Management
Michael Chapman	MC	Colliers Newcastle
Damien O'Brien	DO	O'Brien Winter Partners
Cornelia Schulze	CS	Hunter Coastal Lifestyle
Taiyo Namba	TN	Nagisa
Tiane Brooks	TB	The Society Creative
Kristy Cody	KC	Design Bug
Kate Ellis	KE	Community Member
Kerry Dowling	KD	Slice Wireless Social Media

## CN REPRESENTATIVES

Thomas Michel	TM	CN
Cr Declan Clausen	DC	CN

## GUESTS

Janice Musumeci	JM	Janice Musumeci Consultancy Services
Jared Barton	JB	Herb Urban

MEETING OPEN: 5:10pm

MEETING CLOSE: 6:05pm

# MEETING MINUTES

<b>Date</b>	Wednesday 5 October 2022
<b>Location</b>	Foghorn Brewery
<b>Minute Taker</b>	Tori Gill - VEM Services

## ATTENDEES

<b>Name</b>	<b>Abbreviation</b>	<b>Business represented</b>
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Thomas Michel	TM	CN
Cr Declan Clausen	DC	CN
Janice Musumeci	JM	Janice Musumeci Consultancy Services
Jared Barton	JB	Herb Urban

## APOLOGIES

Tiane Brooks	TB	The Society Creative
Kristy Cody	KC	Design Bug

# MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome and Administration</b>			
1.1.	Confirmation of Previous Minutes	Moved: Damien O'Brien Seconded: Cornelia Schulze	Nil
1.2.	Conflicts of Interest	Nil	Nil
1.3.	Budget at Bank	Balance at bank \$127 056.53  INV to be paid of \$660.00 for Big Picture Fest	Nil
1.4.	City of Newcastle Matters	<p><u>New Annual Festival:</u> successful New Annual Festival, great reception from community. TM raised that BIA should think strategically about partnerships with Makers&amp;Traders, The Station and WestBest for ongoing projects.</p> <p><u>Lord Mayor Newsletter:</u> JM to receive newsletter and disperse to the BIA Board</p> <p><u>Shared Spaces Project - Darby Street:</u> Commencement of 6-month trial for Shared Spaces Project. Question asked about parking along Darby Street - DC noted that CN has received this information and has included drop off / pickup zone for ride share / food pickup + more parking made in Library / Art Gallery Carpark.</p>	<p>JM to contact TM about local business community connections at Makers&amp;Traders, The Station and WestBest.</p> <p>JM to provide DC with BIA Board emails.</p> <p>All Board invited to attend the Shared Spaces Launch Event on 15 Oct. JM to liase with KD re social media promotions in support of the Shared Spaces Launch Event.</p> <p>TM to provide SBR Funding update at next Board Meeting.</p>
1.5.	Correspondence	City Bia has invited survey responders and interested businesses within the precinct to attend BIA meetings.	KB to contact same interested parties at a different time throughout the year to drive engagement.

2. Outstanding Actions			
2.1	Visitors Centre Promotion	Visitors Centre aim to connect with local businesses and hold promotional material within their space. Visitors Centre have been actively working on this and KB will continuously ensure that connection from the BIA is received.	Board to be actively involved in providing local businesses promotional material to the Visitors Centre.
2.2	Live Spots Website	Deferred to next meeting.	Nil
3. Items for Discussion and Decision			
3.1	Crave Media EDM Quote	<p>Budget of \$5000 in BIA Deliverables Plan.</p> <p>Crave Media provided a quote for EDM campaigns \$399 + GST per EDM campaign.</p> <p>CS suggested that Board must be involved in the EDM content creation – JM to invite Crave Media to Board Meetings to gather content.</p> <p>Board unanimously approved.</p>	<p>JM to invite Crave Media to attend next Board Meeting.</p> <p>Board to nominate a project lead to manage and liaise with Crave Media.</p>
3.2	Newcastle Afoot Collaboration	Newcastle Afoot Collaboration with City BIA	JM to invite Newcastle Afoot to next Board meeting.
3.3	Beautification EOI	<ul style="list-style-type: none"> <li>Jared – Herb Urban</li> <li>Jacinta Finton – The Wall Station</li> </ul> <p>Call for Ideas as to location for Project: KB suggested West End, Newcastle with no interruptions from building site work. CS suggested that there be a link with design students from Tafe to incorporate local businesses.</p> <p>Timeline: Project to be completed by the end of June.</p>	Jared and Jacinta to come back with a proposal to next Board Meeting.

3.4	Slice Wireless Social Media - Kerry Dowling	BIA to notify KD of activities in precinct as soon as reasonably possible to enable promotion on social media platforms.	KD to put forward a proposal for Sponsored Social Media Posts at next Board Meeting.
<b>4. General Business</b>			
4.1.	Sponsorship for Small Business Innovation	Board to think about sponsorship opportunities / collaborations for businesses.	Board to discuss at next meeting.
4.1	BIA Catchup and Connect	Wednesday 19 October at 5:30pm at Stag & Hunter Hotel, Mayfield.	Nil
4.2	AGM	Wednesday 16 November 5pm - Obrien Winter Partners, Hunter Street	JM to send out email to database to notify.

**NEXT MEETING: AGM – Wednesday 16 November 2022, 5pm.**