



NEWCASTLE BUSINESS IMPROVEMENT ASSOCIATION

ABN 93706504579 | INC ID 1901584

BOARD MEMBERS

Name	Abbreviation	Business represented
Kendall Brooks	KB	Brooks Event Management
Shanelle Lowe	SL	Chandler Macleod
Damien O'Brien	DO	O'Brien Winter Partners
Tayio Namba	TN	Nagisa
Kristy Coady	KC	Swell Magazine
Lucy Glover	LC	Kafey Café

CN REPRESENTATIVES

Thomas Michel	TM	CN

GUESTS

Janice Musumeci	JM	Janice Musumeci Consultancy Services
Jacinta Fintan	JF	Wall Station
Mitchell Reece	MR	Curious Legend

MEETING OPEN: 5:01pm

MEETING CLOSE: 6:52pm

MEETING MINUTES

Date	Wednesday 8 Feb 2023
Location	O'Brien Winter Partners - 360 Hunter Street Newcastle
Minute Taker	Janice Musumeci – JM Consulting Tori Gill – VEM Services

ATTENDEES

Name	Abbreviation	Business represented
Kendall Brooks	KB	Brooks Event Management
Shanelle Lowe	SL	Chandler Macleod
Damien O'Brien	DO	O'Brien Winter Partners
Tayio Namba	TN	Nagisa
Kristy Coady	KC	Swell Magazine
Lucy Glover	LC	Kafey Café
Thomas Michel	TM	CN
Janice Musumeci	JM	Janice Musumeci Consultancy Services
Jacinta Fintan	JF	Wall Station
Mitchell Reece	MR	Curious Legend

APOLOGIES

Nil		
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MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Welcome and New Board Member	KB welcomed new BIA Board Member - Chris Russell of Sims Café.	Nil
1.1	Confirmation of Previous Minutes	Moved: Damien O'Brien Seconded: Taiyo Namba	Nil
1.2	Conflicts of Interest	-	Nil
1.3	Treasurer's Report	Two invoices received from Herb Urban and Wall Station. Board reviewed and approved payment.	
1.4	Correspondence	-	Nil
1.5	CN Matters	<p>TM – SBR Contestable Funding for current projects has been granted. CN website to be updated with approved projects.</p> <p>SBR Expenditure Policy was reviewed in 2022 – public consultation gathered and now in review with CN.</p> <p>KB suggested that the Board be more proactive in sourcing future SBR Contestable Funding projects and consider collaboration in future.</p>	Nil
2. Outstanding Actions			
2.1	WIP International Women's Day 2023	WIP Proposal of IWD Event – approved unanimously by Board via email between meetings. Invoice to be paid.	
3. Items for Discussion and Decision			
3.1	EDM, Social Media and Web Management	The Board had robust discussion around the opportunity for BIA to engage further with the precinct through EDM, social media and web management. KC suggested that new Web / Social Media Management EOI should be considered given the changing needs and scope of work that the City BIA wishes. This should also be promoted locally to enable supplier visibility of precinct business.	JM to notify current supplier that EOI is going out to obtain new scope of work in regard to EDM, Social Media Management and Website Management.

		<p>KB highlighted that the communication should be business focused and empower businesses with information eg. parking, events.</p> <p>The Board recognised that this cost would become a large portion of their Deliverables Plan and that it was important to establish a broadened scope of work in order to enhance impact on the large precinct area whilst being cost-effective.</p> <p>TN suggested that Board form a subcommittee to build a list of criteria (Budget of approx. \$50k, min 2 days per week, business acumen, connection with local businesses, relevant and current content). Could also be a good opportunity for a university student.</p> <p>Subcommittee - TN, KC and LG. To report back on criteria and EOI drafting to Board in March Meeting.</p>	
3.2	Small Walls Project – Jacinta Fintan	<p>Jacinta Fintan – Small Walls Project</p> <p>Jacinta provided an overview of the beautification project noting that location was to be confirmed. To be placed at Stewart Avenue, Quick Mart on Hunter St and Union St or at Market town. The Board raised considerations about the location including lighting, safety, traffic and visibility. Jacinta to report back to Board / KB in 6 weeks with an update of location.</p>	Jacinta to report back to Board / KB in 6 weeks with an update of location.
3.3	Curious Legends – Mitchell Reece	<p>Mitchell Reece – Curious Legends</p> <p>Mitchell presented a pitch for Illuminate 2023 with an estimate project cost of 30k. He provided an overview of the event and ran through key learning notes from previous year’s activation.</p> <p>LG suggested that this year’s event could be labelled Hunter St Mall Party in an attempt to entice businesses to stay open and be involved in the activation.</p>	JM to communicate Board decision not to proceed with Illuminate 2023 to Mitchell Reece of Curious Legends.

		<p>MR had extensive consultation with businesses last year prior to the event and there was enthusiasm, good engagement; businesses noted that the activation facilitated the biggest trading days within Hunter Street Mall. MR noted that night activations are unique and should be seen as an opportunity for businesses. DO agreed and noted that activations that stimulate business activity are required for success,</p> <p>LG proposed to switch the focus from Curios Legends to an event for businesses. After MR left the meeting, the Board engaged in generous discussion, highlighting the positive and negative aspects of of Illuminate 2022.</p> <p>In light of this discussion, the Board unanimously voted to not support the Illuminate 2023 event.</p>	
3.4	Super Cars 2023	<p>KB noted that the Super Cars event is coming up in March 2023. A 5 year extension proposal is also currently being discussed.</p> <p>5 local businesses have been allowed to trade inside the event in 2023. City BIA could further involvement and run activation in following years if the extension proposal proceeds.</p>	Nil
3.5	KB - NTIG	<p>KB notified the Board she is now on the NTIG Board. She suggested that BIA collaborate with Makers and Traders / NTIG and perhaps put out invitations for upcoming BIA Board Meetings.</p> <p>DO said it was beneficial for KB to be a part of NTIG as a networking advantage.</p>	KB / JM to reach out to NTIG and Makers and Traders to invite to upcoming BIA Board Meetings.

		Unanimous agreeance re collaboration.	
4. Strategic Discussion and Review			
4.1	BIA Projects – Structure and Longevity	<p>KB has had discussion with TM as to a new direction for BIA projects. KB has mentioned in the past the BIA has been reactive, but we need to be proactive in the future.</p> <p>As a BIA, we should be focused on making a real impact on the business precinct in notions of lighting, way-finding and safety. The Board is to consider big picture projects as well including cruise ship tourists.</p> <p>KB proposed a project - Explore like a Local, Dine like a Local etc to be promoted on cruise ships and in hotels. Grants may be needed in addition to BIA funding to ensure viability. The Board would also need to consider timeframes and stakeholders. KB suggested that the BIA could be the vessel for a larger year on year project. NSW State Funding could also be incorporated.</p> <p>KB suggested a tender to go out. BIA to manage the project on a large scale, successful tender applicant could look for SBR Contestable Funding and apply for other grants.</p>	

NEXT MEETING: 15 March 2023 at O'Brien Winter Partners - 360 Hunter Street Newcastle

Important Dates:

- 26 April 2023: Deliverables Planning Workshop at O'Brien Winter Partners - 360 Hunter Street Newcastle.
- 16 March 2023: BIA Ideas Exchange - CN Offices Stewart Avenue.