



MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT
ASSOCIATION

ABN 55634039506 | INC ID 1901583

MEETING MINUTES

Date	10 January 2024
Location	MEX Club Mayfield
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Brett Hyham	BH	Mayfield Mex Club
Kath Teagle	BH	Mayfield Medical Connection
Allan Jackson	AJ	Beauford Hotel
Aaron Buman	AB	Newcastle Affordable Housing
Bradley Page	BP	Dowling Property Group

APOLOGIES

Anthony Ross	Hunter Volunteers Centre	Hunter Volunteer Centre
Tony Sansom OAM	Community Member	TS

MEETING OPEN: 4:40pm

MEETING CLOSE: 5:22pm

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Confirmation of Previous Minutes	Moved: Kath Teagle Seconded: Brett Hyham	Nil
1.2	Treasurer's Report	<p>Budget at bank 10/01/24 \$21,465.00</p> <p>Board sent OCT – DEC activity statement showing expenditure for that quarter of \$82,906.33. Expecting robust BAS refund as income next month. Budget is tight due to Arts Trail over budget and branding approximately \$15k total.</p> <p>Chair, Treasurer and BIA Support to monitor expenses closely for coming months. Budget cuts to be made where able/necessary.</p> <p>AB – Commented social media monthly spend seems high at \$1650 p/mth JM – Explained mid-range compared to other BIAs.</p> <p>No further queries.</p> <p>Invoices paid January Pepperit \$1650 social media Wall Station \$5500 Little Festival</p>	.
1.3	Matters Arising	Nil	Nil
1.4	CN Matters	<p>TM provided Board with update on SBR reserve funding. Outcome it will not be prudent or feasible for Board to request extra expenditure (such as pressure cleaning) from reserves in future. As this will lead to insufficient funding issue in 2-3 years.</p> <p>If further pressure cleaning needed suggested utilising BIA funds not reserves.</p> <p>Board agreed unanimously with outcome and discussed being unsure if pressure cleaning expenditure annually is useful or appreciated. Funding could be better spent in other</p>	

		areas. To be discussed at 24/25 Budget planning meeting.	
1.5	Correspondence	Nil	-
2. Outstanding Actions			
	Nil	-	-
3. Items for Discussion and Decision			
3.1	Live Spots	<p>Live Spots has now ceased for FY. Commenced Oct – Dec.</p> <p>JM advised of discussions with Chair and his suggestion of reworking this live music project in 24/25.</p>	<p>JM to advise provider Live Spots has ceased and thank them for their efforts.</p> <p>Board to reflect on Live Spots and review in upcoming 24/25 budget planning session</p>
3.2	Street Cleanliness	<p>CN approved further small clean of paving near Aldi out of reserves and this to be done Jan 10 in the evening ready for Little Festival Jan 13. Broad discussion around recent pressure cleaning.</p>	<p>Board to decide on future pressure cleaning at 24/25 FY budget planning.</p>
3.3	Social Media	<p>Pepperit sent 6-month report to Board to review. Stats looking impressive.</p> <p>AB – Asked if content could be done in a different way for example: highlight one business sector per month or themed posts as such per business category.</p> <p>JM advised Chair TS met with Pepperit to discuss upon appointment and Pepperit welcome any feedback. Suggested if Board members interested, they can connect directly with Pepperit, discuss with Chair or we can have Pepperit at an upcoming meeting.</p> <p>Social media is on a month-to-month basis now after first 6 months. Could be paused is budget constraints deem necessary.</p>	<p>JM connect BP with Pepperit</p>

		As approved at last meeting BP to liaise with Pepperit for posts for BNI networking recruitment.	
4. General Business			
4.1	New Board Member	JM introduced Bradley Page of Dowling Property Group. Nominated to Board by BH Seconded KT	
4.2	Mayfield Sign	KT advised Board of correspondence with Newcastle Museum and donating Mayfield Sign to Museum.	
4.3	Mayfield Local Centre Upgrade	AJ – requested copies of the plans. Board agreed to invite Sarah Horan back to a meeting to update on consultation phase.	JM invite Sarah Horan to upcoming meeting.
4.4	Events	Mayfield Arts Trail Jan 13 Volunteers from Board called for to assist HEG. BH to attend. AB Enquired how event will be quantified eg; attendance JM Question to HEG also an in depth post event report will be sent to Board by HEG. Suggested all Board take the time to attend event for their own evaluation as needs to be considered for 24/25 FY budget planning. Excellent media attention. Herald article, HunterHunter, ABC radio all free promotion. Previous years expenditure on videos and photography was useful to grab media attention.	JM follows up with HEG regarding how attendance at events is calculated.
5. Strategic Review and Discussion			
5.1.	24/25 Budget Planning Session	Date set for March 11 Broad discussion around expenditure. Items discussed including pressure cleaning, new Mayfield signage and sponsorship of same by local businesses, social media spend.	All Board to attend



MAYFIELD BUSINESS IMPROVEMENT
ASSOCIATION
ABN 55634039506 | INC ID 1901583

		AB - suggested the Board think about what they really want to achieve in the precinct.	
--	--	--	--

Next Meeting Monday Feb 12 TS to attend via ZOOM others in person at Mex Club
4.30pm