



# Hamilton Business Association Inc.

ABN: 43 576 863 540 | INC ID NUMBER: INC1901585

## BOARD MEMBERS

Name	Abbreviation	Business represented
Reece Hignell	RH	Cakeboi
Amanda Hinds	AH	Origin Architecture
Chelsea Willis	CW	YPT
Dan Taylor	DT	CommBank
Josh Distefano	JD	Vera Wines
Alissa McCulloch	AM	Community Member
Ram Khatri	RK	Overtime Cafe
Emily O'Brien	EO	Newcastle Legal & Conveyancing
Kathy Sloss	KS	Macleans Books

## GUESTS

Rebecca Morley	RM	CN
Cr J Barrie	JB	CN
Cr P Johnson	PJ	CN
Cr J Pringle	JP	CN
Lord Mayor Dr R Kerridge	RK	CN
Barry Piazza	BP	Community

MEETING OPEN: 5.37pm

MEETING CLOSE: 6.41pm

# MEETING MINUTES

<b>Date</b>	31/10/24
<b>Location</b>	Blind Monk – Private Room
<b>Minute Taker</b>	Janice Musumeci

## ATTENDEES

<b>Name</b>	<b>Abbreviation</b>	<b>Business represented</b>
Amanda Hinds	AH	Origin Architecture
Reece Hignell	RH	Cakeboi
Dan Taylor	DT	CBA
K Sloss	KS	Macleans Booksellers
Alissa McCulloch	AM	Community Member
Rebecca Morley	RM	CN
Cr P Johnson	PJ	CN
R Khatri	RK	Overtime Cafe
Cr R Kerridge	RK	CN
Chelsea Willis	CW	YPT
Josh Distefano	JD	Vera Wines

## APOLOGIES

Emily Griffith	EG	Newcastle Legal & Conveyancing
Cr J Pringle	JP	CN
Cr J Barrie	JB	CN

# MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome – RH Welcome to guest’s business owners and brief explanation of the HBA and projects</b>			
<b>1.1.</b>	Confirmation of Previous Minutes	Approved: DT Seconded: RH	Nil
<b>1.2.</b>	Conflicts of Interest	Nil	
<b>1.3.</b>	Budget at Bank:	DT At bank 31/10 \$89,347.51  Invoices Outstanding ATO BAS \$8,504.00 Taggarts \$253.00  Paid Oct 2024 Inv 1073 Herb Urban \$3300.00 (final payment) Inv 5868 Pepperit \$1815.00 Inv 0766 PWP Events \$1925.00	Nil
<b>1.4.</b>	City of Newcastle Matters	<p>RM 2 Updates</p> <p><b>Permit Plug and Play Grant</b> update from Transport NSW - \$500K</p> <p>Today RM conducted Walking Shops in the precincts involved. Doing a reconciliation of what is needed to improve the area to make more accessible to make it easier to run more events in Beaumont St with road closures.</p> <p>Successful for an exemption earmarking \$75k to put on event in Beaumont St possibly around October 2025.</p> <p>Deliverables - Universal traffic management plan in place for areas within the PPP, and a street events guide to make it easy for people to understand processes for street closure event.</p> <p>Physical or non-physical interventions to improve the meeting.</p> <p>RH Between meetings the Board has been involved in numerous Fringe meetings and consultation with City of Newcastle to ensure these events are tailored to the area.</p>	JM send PPP feedback survey to Board

		<p>RM asked Board to take time to complete PPP survey for quality input survey closes Nov 21.</p> <p>RH Reiterated it is essential for Board to provide feedback.</p> <p>RM Newcastle Regional Show Day media release. Clarifying that CN must make an application to State Govt every year to nominate if the Show Day Feb 28 is to be a PH or an Event Day. Engagement reports available and will be shared with Board.</p> <p>Recommendations to State Govt once the data is collected. Encourage all to complete survey.</p> <p>Cr Johnson introduction and welcomed the invitation to the meeting to meet the Board and advised if support required on any matter in future please connect.</p> <p>Introductions around the table for Lord Mayor Dr Ross Kerridge</p>	
<b>1.5.</b>	Correspondence	<p>Paul Murphy – Rough sleepers in the street and show day public holiday survey</p> <p>Loan Market – New business 52 Beaumont St Loan Market</p> <p>Scott Kirkman – mosaic planters’ vandalism and how to manage moving forward. Business liaison with owners to sponsor and care for planters. JM responded.</p> <p>Acting CEO D Clarke – response to HBA comms 23/09 regarding 111 Beaumont St Hamilton vacant CN premises</p>	<p>JM to send engagement survey for Show Day to Board</p> <p>RM Follow up 111 Municipal Building formal response</p>
<b>2. Items for Discussion and Decision</b>			
<b>3.1</b>	<p>Beautification</p> <p>Budget \$16,600.00</p> <p>Spend to date \$6,600.00</p>	<p>Herb Urban payments final.</p> <p>\$10k aside for a permanent art installation 2025.</p> <p>RH Paul Maher has contacted RH with one more mosaic pavement quote to be considered.</p>	

<p><b>3.2</b></p>	<p>Promotion</p> <p>Budget \$33,400.00</p> <p>Spend to date \$9,185.00</p>	<p>Social media management &amp; precinct promotional content. See General Business EOI.</p>	
<p><b>3.3</b></p>	<p>Economic Development</p> <p>Budget \$40,000.00</p> <p>Spend to date \$7,138.11</p> <p>Governance</p> <p>Budget \$10,000.00</p> <p>Spend to date \$572.00</p>	<p>3 community events</p> <p>Board members to form sub committee for Fringe Feast.</p> <p>Insurances</p> <p>Accounting</p>	
<p><b>3. General Business</b></p>			
<p><b>4.1</b></p>	<p>EOI Social Media</p>	<p>3 approached for quote</p> <p>Pepperit, Soqual and SocialHaus</p> <p>RH Discussed the proposals and asked for Board feedback</p> <p>AM Provided feedback and thoughts on both proposals. Suggested photoshoot cost is quite high. EDM not needed. Comparison breakdown given for Board to consider. Suggested monthly photo shoot is not necessary.</p> <p>CW Rebranding additional cost as a suggestion.</p> <p>RM proposed continue with Pepperit if Board are satisfied with their service. Asked for concerns and feedback about current Hello Hamilton pages.</p>	<p>JM invite Pepperit to upcoming meeting to discuss extra advertising advantages and rebranding benefits.</p>

		<p>DT suggested both costs fits into current budget including brand refresh and extra marketing spend</p> <p>VOTE continue for Pepperit for 12 month contract</p> <p>Vote Result: RH AH RK KS DT AM CW JD in favour</p>	
4.2	EOI Fringe Feast	<p>3 approached for quote</p> <p>Fingers Crossed Creative, PWP Events, Hunter Events Group</p> <p>PWP has declined to submit EOI. PWP did send a traffic quote that was considerably less than those proposed.</p> <p>RH Fringe Feast has been ongoing discussion and consultation with Fringe organisers for many months with several Board members, RM also involved for CN.</p> <p>Fringe were successful in receiving the entire \$40k SBR contestable funding with a collaboration with HBA and Hunter Hunter for promotion and marketing.</p> <p>Feast will close off Lindsay to Cleary March 15 utilising all businesses in the area to spill out onto Beaumont st for a festival atmosphere. This could build into an annual event.</p> <p>RH ran through the 2 x EOIs received and were sent to Board prior to meeting.</p> <p>DT discussed personal thoughts on each proposal</p> <p>AM suggested that a more creative coordinator will be best fit for Fringe. Suggested a discussion with each to see what concepts to set the scene to future years.</p> <p>RH need to decide this evening</p> <p>RM possible savings with traffic with PPP grant</p> <p>RH further discussed comparisons between the 2 EOIs asked Board if they are comfortable to vote.</p> <p>VOTE Fingers Crossed approved</p> <p>DT declined to vote</p> <p>Vote Result: RH AM AH CW KS RK JD in favour</p>	<p>Sub committee to be formed RH AH RM to speak to Fingers Crossed Creative for debrief.</p> <p>Feedback HEG split vote was a most competitive presentation</p>
4.3	AGM	<p>Notifications and Agenda discussed for new members.</p>	

		<p>Nomination Forms received all Board standing again.</p> <p>Local Area Police Command attending to meet and greet casually with attendees after AGM closed.</p> <p>RH/JD Advised Board and new members of the history of anti-social behaviour in the street. Operation Confidence has dropped off and is not happening bi-monthly as originally promised.</p> <p>A walk through upon request is always addressed by the Police command and we see less problems directly after for up to 2 weeks afterwards.</p> <p>JD mentioned the Police are looking for a grant that will allow more patrols.</p> <p>RH walk throughs are always proactive for the Police. Attended multi agency meeting and Police have suggested comms to database and owners.</p> <p>RM enquired as to the type of anti-social behaviour</p> <p>KS/JD discussed issues as examples. Threatening behaviour a real concern.</p> <p>CW requested the Police give advice and tips to business owners on how to report.</p> <p>RK asked have Police mentioned CCTV given that debate of CCTV has been ongoing what is the BIA stance.</p> <p>RH said that the BIA is not responsible if on a public space it should be CN responsibility. Can facilitate conversations with CN, members and Police but not involved in security.</p> <p>RM mentioned there are smart poles in James St Plaza will learn more about that and how we can look at those poles and how we can utilise them to ensure safety.</p> <p>JD Yes, they encourage businesses to have CCTV at their expense and approach known businesses who already have CCTV when there is an incident.</p>	
<p><b>4.4</b></p>	<p>Selfie Santa</p>	<p>Quote received for Selfies with Santa \$1700.00</p> <p>RH reiterated the activation again this year and asked Board if they would support the activation this year.</p> <p>JD suggested lead up promotion on socials</p> <p>Vote in principal JM to retrieve second quote</p>	<p>JM Pepperit to be asked to spend one night with Santa for social content and asked to promote prior to activation</p>

Quarterly Summary July – Sept 2024

<u>Quarterly Summary</u>	<u>BUDGET</u>	<u>QTR 1</u>
Beautification	\$16,600.00	\$3,300.00
Promotion	\$33,400.00	\$5,445.00
Economic Development	\$40,000.00	\$7,138.11
Governance	\$10,000.00	\$572.00
<b>TOTAL</b>	<b>\$100,000.00</b>	<b>\$16,455.11</b>

July – Sept 2024

AT BANK JULY 1	\$14.62
INCOME	\$112,828.00
SUBTOTAL	\$112,842.62
LESS EXPENSES	<b>\$16,455.11</b>
AT BANK SEPT 30	\$96,387.51

EXPENSES SUMMARY

BEAUTIFICATION:	\$3,300.00
PROMOTIONS	\$5,445.00
ECONOMIC DEVEL	\$7,138.11
ATO - BAS	
GOVERNANCE	\$572.00
<b>TOTAL</b>	<b>\$16,455.11</b>

July – Sept 2024 Transactions									
<u>DATE</u>	<u>AMOUNT</u>	<u>PAYEE</u>	<u>INVOICE</u>	<u>PRICE</u>	<u>GST</u>	<u>BEAUTIFICATION</u>	<u>PROMOTION</u>	<u>E.D</u>	<u>GOVERNA NCE</u>
15-Aug	\$2,828.00	ATO CREDIT							
29-Aug	\$231.00	Hamilton Taggarts (Quarterly BAS)	7495	\$210.00	\$31.00				\$231.00
29-Aug	\$341.00	Audit Shield	29004472	\$310.00	\$31.00				\$341.00
29-Aug	\$110,000.00	City of Newcastle SBR Funding							
6-Sep	\$3,300.00	Herb Urban	1029	\$3,000.00	\$300.00	\$3,300.00			
6-Sep	\$5,445.00	Pepperit	5845	\$4,950.00	\$495.00		\$5,445.00		
19-Sep	\$7,138.11	PWP Events	736	\$6,489.19	\$648.92			\$7,138.11	
				\$14,959.19	\$1,505.92	\$3,300.00	\$5,445.00	\$7,138.11	\$572.00