

## AGM MEETING MINUTES

<b>Date</b>	Monday 13 November 2023
<b>Location</b>	Hudson Street Hum
<b>Minute Taker</b>	Victoria Gill, VEM Services

### ATTENDEES

<b>Name</b>	<b>Business Represented</b>	<b>Eligible Precinct BIA Member as per the Constitution?</b>
Aleeta Cliff	Hudson Street Hum	Yes
Amanda Hinds	Origin Architecture	Yes
Nick Van Baal	Greater Bank	Yes
Josh DiStefano	Vera Wine	Yes
Amy Cook	Neighbourhood Barber	Yes
Sophie Bramwell	Neighbourhood Barber	Yes
Leo Musumeci	July Jones Studio	Yes
Steven Ward	Manisha Fitness	Yes
David Griffiths	DG Photography	Yes
Sally Edmonds	Hamilton Taggart Business Advisors	Yes
Paul Murphy	Carpet Court	Yes
Jim Garis	Garis Group	Yes
Ty Higgins	Exchange Hotel	Yes
Kate Ellis	SportsPower	Yes
Sandra Maloy	Q's Books	Yes
Lindsay Parker	Commercial Property Owner	Yes
Kathy Sloss	Macleans	Yes
Fabrizio Virgili	Sapori on Tailors	Yes
Cr J Barrie	CN	-
Cr C McCabe	CN	-
Thomas Michel	CN	-
Rob Hanks	Hamilton Uniting Church	Guest

### APOLOGIES

Reece Hignell	CakeBoi	Yes
Chelsea Willis	YPT	Yes
Rob Burton	132 Newsagency	Yes
Wayne Grant	Hamilton Men's Shed	Yes
Ling Goh	Overtime Cafe	Yes
Cr C Duncan	CN	

Meeting Open: 5:34pm

Meeting Close: 6:07pm

# MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome and Administration</b>			
1.1.	Welcome	<p>Amanda Hinds (Vice Chair) and Nick Van Baal (Secretary) opened the meeting by acknowledging country.</p> <p>Amanda Hinds and Nick Van Baal (Chair) gave a brief introduction of Board in attendance.</p>	Nil
1.2.	Confirm Chair of Meeting	Amanda Hinds and Nick Van Baal (Chair's) confirmed chair of the Meeting.	Nil
1.3.	Confirm Attendees	As per above	Nil
1.4.	Apologies	As per above	Nil
1.5.	Quorum Confirmed	18 eligible members attending, quorum confirmed.	Nil
1.6.	Previous AGM Minutes	<p>The previous minutes of the 2022 AGM held on Thursday 17 November 2022 were carried.</p> <p>A copy of these minutes was provided to the database via email prior to the meeting.</p>	<p><u>Moved:</u> Josh DiStefano</p> <p><u>Second:</u> Kate Ellis</p>
<b>2. Chair Report</b>			
2.1.	<p><b>See 2023 Annual Chair's Report (Annexure 1)</b></p> <p>AH asked the floor for questions re the Chair's Report.</p> <p>PM noted that he had not received the minutes of each Board meeting via email, following each monthly Board meeting.</p> <p>NB clarified that the meeting minutes are available on the CN website and that a summary of activities in the precinct is provided via email to the database, following each monthly meeting. Also the minutes are always a month delayed as they need to be approved by Board at following months meeting before going on to CN website.</p>		<p><u>Moved:</u> Paul Murphy</p> <p><u>Second:</u> Josh Distefano</p>
<b>3. Financial Report</b>			
3.1.	<p>NB presented the <b>Financial Report</b> of the activities of 2022 2023 FY.</p> <p>PM questioned why the Financial Report of the Hamilton Business Improvement Association was not provided prior to the start of the AGM. AH stated that the reports were handed out upon entry.</p> <p>PM questioned a notable increase of spending in economic development between FY22 and FY23. NB offered insights as to the spending increase correlated to large events, namely the Hamilton Night Noodle Markets, and the importance the Board has placed on having available feedback mechanisms and resources at the events, to provide accurate data on engagement and effectiveness.</p>		<p><u>Moved:</u> Amy Cook</p> <p><u>Second:</u> Josh DiStefano</p>

<b>4. Resignation of Board</b>		
4.1.	The 2022 / 2023 Board of the Hamilton Business Association stood down at the AGM held on 13 November 2023.	Nil
<b>5. Election of New Board</b>		
5.1.	<p>Nominations received 14 days prior to the AGM are outlined below:</p> <p><b>Composition of Board:</b>  <u>Chair and Public Officer:</u> Reece Hignell  <u>Vice Chair:</u> Amanda Hinds  <u>Treasurer:</u> Kate Ellis  <u>Secretary:</u> Nicholas Van Baal  <u>Ordinary Board Member:</u> Chelsea Willis  <u>Ordinary Board Member:</u> Josh DiStefano</p> <p>AH gave acknowledgement of SM and RB who retired from the Board.  AH announced vacancies for Ordinary Board Members, and for any interested precinct members to request an Application Form at the end of the meeting.</p>	Nil
<b>6. General Discussion – TM referred to Chair for permission to answer questions</b>		
	<p><b>1. <u>Ordinary Business Rate Levy</u></b></p> <p>PM asked TM if the increase in CN business rate would lead to an uplift in BIA funding. TM noted that the rates increased in the new FY as a direction from NSW Government, and uplift has been applied to all businesses across all of the precincts.</p> <p>JG asked TM how much money, pooling SBR Funding, is collected from Hamilton. TM noted collection of \$141k in the Hamilton precinct. JG asked TM why there was \$140k being collected and only \$100k being issued. JG noted that the money collected from the precinct should be spent in the precinct, it would otherwise defeat the purpose of SBR.</p> <p>TM noted that Contestable SBR funding is through an assessment panel, comprising of members from the BIA, and the funding is spent in the precinct it is collected in. AH clarified the distinction between \$100k in Deliverables Planning Funding and \$50k allocated for Contestable SBR Funding. AH commented that the funds are being put to good use in the precinct.</p> <p><b>2. <u>Cleanliness of the Precinct</u></b></p> <p>PM noted that the cleanliness of the area is improving but is still not at an acceptable standard. Further, the increased appearance of empty shops is a disaster due to the current economic climate. AH and PM agreed that continual discussion with CN about cleaning is important and a priority of the Board.</p>	Nil
Chair drew the meeting to a close and thanked all for attending.		

# Annual Chair Report





ABN: 43 576 863 540 | Inc ID Number: INC1901585

## Introduction

Established in December 2019, Hamilton Business Association (HBA) is a not-for-profit independent Business Improvement Association (BIA) that represents people who own or occupy commercial premises in the Hamilton precinct. It is the objective of Hamilton Business Association to promote the Hamilton Precinct as clean, full shops and a friendly place to visit.

HBA aims to promote the development, beautification, and advancement of the commercial interests of businesses within the association's precinct through a coordinated and structured promotion, advocacy, and planned program. The goal of the HBA is to see an increase in businesses and employment in the Hamilton precinct with the aim to have full real estate occupancy, attraction of local visitors and tourism, and the support of education around history and culture.

Along with its counterparts in Newcastle, Wallsend, and Mayfield the association has a service agreement with the City of Newcastle (CN) which provides up to \$100,000 annually for projects that promote, beautify, and drive economic development for the Hamilton precinct. These funds are collected by the City of Newcastle via the Special Business Rate Levy. HBA also always ensures that any other income like sponsorships of events, or grants received by the Association, deliver services, programs and outcomes that add value to the precinct.

Each year the Association, with the assistance of the Business Improvement Association Support Service presents a strategic 'Deliverables Plan' to the City of Newcastle outlining planned projects and expenditure for the 12-month funding period. At the end of each financial year this 'Acquittal Report' is also prepared by the Business Improvement Associations Support Service and submitted to the CN. Both the Deliverables Plan and Acquittal Report are uploaded on the CN website along with monthly Board meeting minutes for members and general public to view.

All Business Improvement Associations are governed by their Constitution and a Service Agreement with CN. Both documents are published on the CN website.

### Board Members June 2023

<b>Role</b>	<b>Name</b>	<b>Business</b>
Chair & Public Officer	Reece Hignell	Cakeboi
Vice Chair	Amanda Hinds	Origin Architecture & Heritage
Treasurer	Kate Ellis	Sportspower
Secretary	Sandra Maloy	Qs Books
Ordinary Board Member	Nick Van Baal	Greater Bank
Ordinary Board Member	Chelsea Willis	Young Peoples Theatre
Ordinary Board Member	Amy Cook	The Neighbourhood Salon
Ordinary Board Member	Mara Draper	Son of a Gun Diner
Ordinary Board Member	Rob Burton	BEA News

# Projects And Events

## Social Media

Over the course of the Association's lifespan, HBA has grown a significant and valuable social media presence. Accumulating a total of 1600+ likes and 2000+ followers on their Facebook page (increased following of 30% on 21/22 year) plus and an additional 2500+ followers on their Instagram page (increased following of 27% on 21/22 year).

Both accounts were initially run by volunteer Board members and are now professionally managed after a competitive EOI process in March 2023. The platforms have shown a consistent and large growth annually which presumes that they will continue to grow and remain a valuable tool for the association to use to communicate and engage with their local community and assist in driving the Hamilton precinct economy.

## Advertorials

The Board continued a partnership with HunterHunter & Newcastle Weekly to showcase the retail and hospitality businesses in the precinct and promote events. The reaction from the HunterHunter platform is always phenomenal enabling the Association to pick up hundreds of new followers on social media thus highlighting the precinct as the 'go to' destination for shopping and dining.

## Traditional Media

In the last year HBA has attracted some favourable news coverage across several of their projects and events. This has included print and digital articles and stories, and radio interviews. This media coverage was coordinated and developed by JM Consultancy Services and assisted by appointed Event Coordinators Hunter Events Group and more recently PWP Events.

## The Local Publication

The Local publication was chosen by the Board for a monthly one-page article promoting news and events of the Hamilton precinct to a nearby broader community. The Local is a monthly publication and assists in drawing foot traffic from outer suburbs into the Hamilton precinct. It is delivered to 11,000 homes in Lambton, New Lambton, North Lambton, Hamilton North, Broadmeadow, Jesmond & Kotara areas. Articles showcase existing local businesses via editorials to bring people from other areas into the Hamilton Precinct. It is also dropped at several Hamilton businesses for locals.

## Street Art

The HBA engaged Flying Spanners Gallery to revisit their artwork in the precinct for maintenance. The HBA also supported another Paul Maher art project with mosaics from a Hamilton Public School project installed on the front of the Hamilton Library. The HBA funded a small amount for part of the installation and this project was well supported in the media.

## Markets in Hamilton

The BIA put out Expressions of Interest for a market stall coordinator to assist with setting up Markets in James St Plaza. This position was filled, and the Markets had a soft launch on Saturday May 7, 2022, for a 12-week trial basis. New branding for the "James St Providore Markets" was created and launched along with a map to lead people from Gregson Park Markets back to James St Plaza on the monthly dates when

the two markets were held simultaneously.

James St Plaza markets were targeted at small makers and traders of food. The desired result of 8-10 regular Saturday market stalls proved challenging due to the ongoing wet weather and covid causing stallholders to cancel at short notice. It was also difficult to entice small local produce stallholders as most already had commitments at established markets such as Farmers Markets. Eventually the Board made the decision to cancel the markets and look for an alternative project to activate James St Plaza.

The alternate project was the Night Noodle Market that took place in the James St Plaza in July 2023 seeing around 15k attendees over the 2-night activation. Some hospitality businesses report record trade on these nights.

### James St Plaza Projector Art

As the James St Plaza Markets were not as successful as anticipated, the Board voted to engage the expertise of Art Thinking to better use and manage the projector in the Municipal Building on James St Plaza. The projections commenced in January and added colour and interest to the Plaza at night as the night economy thrives in Hamilton. The first activity in January was a Curious Legends project called Spirits of Newcastle which ran for approximately 6 weeks. The following projections were the We Are Project by WHIP, and Mario Minichiello exhibitions. The goal is to assist emerging artists display their work. This project is ongoing and the HBA are working towards more collaborations with Newcastle Art Gallery to resemble their Naidoc Week activation which was at no cost to HBA.

### 12 Days of Xmas

In the lead up to Christmas, the Hamilton Business Association, with the assistance of Hunter Events Group launched '12 Days of Christmas' in December 2023 to help local businesses promote the diverse retail, hospitality, and business options available in and around the precinct.

The activation was held over 12 Days and was in collaboration with several businesses in the precinct. The Christmas activation drew a modest increase in foot traffic to the Hamilton precinct as well as a significant amount of promotion of the area and the Hamilton Business Association. The activation also hosted several Live Spots music acts and offered free or paid professional Santa photos. It was accompanied by an independent Twilight Xmas Market in Gregson Park.

### Mother's Day

Mother's Day was a competition via social media platforms along with paid advertorial in Newcastle Live and HunterHunter. HBA collaborated with 12 local businesses with gift vouchers given away via a digital competition promoting Hamilton as a destination for beauty, boutique shopping and dining.

### Greenery

Hanging planters with live flowers and green walls with living plants have continued to be installed by the HBA on suitable business facades in the precinct. This is an ongoing project to assist with beautifying the street from the road and the pavement. The Newcastle Men's Shed assists with caring for the plants with a watering system that has been purchased by HBA. The HBA also supported the SBR

Contestable funded project by Herb Urban via letter of support to plant lemon myrtle trees in the existing mosaic planters along Beaumont St. Some funds were then expended to replace vandalized trees.

### SBR Funding Info Session

In April 2023 Hamilton Business Association (HBA) alongside The City of Newcastle held a public information session about the upcoming SBR Contestable Funding in the precinct. This information session was attended by a solid number of applicants for this precinct proving that the BIA was very successful in communicating to their network about the SBR grant. The session provided potential applicants with all the information they need for the application process as well as a networking opportunity. Applicants were able to brainstorm and collaborate with each other during the information session. HBA were also able to speak with applicants about the potential to collaborate on upcoming projects and provide letters of support for the applicants. This led to HBA collaborating with applicants to ensure their projects aligned with HBA goals.

- Beautiful Beaumont Doors – HBA Board liaised with project manager with selection to assist graffiti management and beautification.
- Fringe Festival – HBA have constant communication with Fringe Team, and this has been integral to the Fringe Festival being based here in Hamilton assisting with economic development.
- Paul Maher Mosaic Pavement Art – The HBA have had a long relationship with Paul Maher and via the SBR Contestable funding have realized the replacement of tired pavement art with new helping beautify the area.
- Herb Urban – HBA have worked closely with Herb Urban to assist with the goal of installing greenery in the main street.

### BIA Ideas Exchange

The HBA Board attended the annual CN BIA Ideas Exchange in March. Each Chair gave a brief overview of projects and plans for the past year and a vision for their future. This was coordinated by JM Consultancy services in conjunction with Thomas Michel and the CN Economic Development team. The night was well attended and proof of the effectiveness of collaboration between BIAs and the passion of the volunteer Boards.

### Business Beat (Renamed Operation Confidence)

Hamilton Board Member Kate Ellis (formerly a Police Officer) assists the BIA Support Service with coordinating this project. The 'Business Beat' initiative is at no cost to the HBA and aims to show support of local police by local businesses and gives Police the opportunity to talk about local policing issues (inform, educate, connect, visibility). There have been two walking patrols into businesses that have been coordinated by the HBA since January 2023 and more recently a Business & Community Forum with 26 attendees.

### Hello Hamilton Monthly Update to Database

The Board voted to send a monthly update to their database following each Board meeting. The update would be a summary of the meeting minutes in an easy read enabling members to contact the HBA



directly with any queries. This is at no cost to the HBA is prepared by the Secretary in conjunction with the Chair and BIA Support Service. The HBA currently has 131 members who have chosen to be on their database and recognizes the importance of building on that number.

### Business Brekky Club

Created to engage face to face with businesses in the precinct on a regular basis. Three breakfast meetings were held, and the Board voted to discontinue due to low attendance and individuals' inability to devote time to grow this project.

### Monthly Board Meetings

The HBA held 12 monthly Board meetings and 1 AGM in the 2022/2023 financial year period. All Ward Councillors have a standing invitation to attend these meetings.

### Annual General Meeting

Hamilton Business Association Annual General Meeting (AGM) was held on 17 November 2023, at The Blind Monk, Hamilton. All Board members were present with apologies from Robert Burton (BEA News), and it should be noted that Kate Ellis (SportsPower) attended via ZOOM. All Ward Councillors and the Lord Mayor receive a standing invitation to attend all Association meetings as per the HBA Service Agreement with CN. The CEO, Jeremy Bath was a special guest for City of Newcastle presentation. The AGM was coordinated by JM Consultancy Services.

### Conclusion

Hamilton Business Association has continued to build strong relationships with the community and business owners in the past 12 months. The Board met monthly and remained stable and committed to their projects, following their set Deliverables Plan with a few changes advised to CN. The success of this Board is due to everyone's willingness to participate and be proactive. Along with their combined commitment to make informed decisions quickly to keep projects flowing. Whilst some of their goals were revised the Board moved swiftly to pivot some projects and enjoy a successful 2022/2023.