



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

CN REPRESENTATIVES

Thomas Michel	TM	CN

GUESTS

Janice Musumeci	JM	Janice Musumeci Consultancy Services

MEETING OPEN: 5:15pm

MEETING CLOSE: 6:45pm

MEETING MINUTES

Date	10 August 2022
Location	144 Hunter Street, Newcastle West
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Kendall Brooks	KB	Brooks Event Management
Damien O'Brien	DO	O'Brien Winter Partners
Cornelia Schulze	CS	Hunter Coastal Lifestyle
Tiane Brooks	TB	The Society Creative
Kristy Cody	KC	Design Bug
Kate Ellis	KE	Community Member

APOLOGIES

Name	Abbreviation	Business represented
Michael Chapman	MC	Colliers Newcastle
Taiyo Namba	TN	Nagjsa

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1.	Confirmation of Previous Minutes	Moved: DO Seconded: CS	Nil
1.2.	General Business	Welcome Kristy Coady – new member	Nil
1.3.	Conflicts of Interest	Nil	Nil
1.4.	Budget at Bank	<ul style="list-style-type: none"> - Fresh Marketing INVO064 \$1012.00 Live Spots Website - Crazy Domains BIA Website Renewal (\$97.90) 	Nil
1.5.	City of Newcastle Matters	<ul style="list-style-type: none"> - Payment to BIA from CN due this week for new funds. - 'New Annual' launched end Sept / early Oct. New project 'business partnerships' via CN for New Annual Collaboration. - KB suggest that Live Spots could participate for New Annual, to follow up with Belle Taylor. - 'NewSkills' Program for hospitality launched and will be pitched to customer service / staff. - 'City Intelligence Program' update and prototype ready. - 15 Oct 2022 – Street Party @ Darby street as part of the 'Streets of Shared Spaces' Project. 	KB to follow up with Belle Taylor re Live Spots
1.6.	Correspondence	<ul style="list-style-type: none"> - UpnUp Information Provided re Museum Park Activation 	Nil
2. Outstanding Actions			
2.1	Business Survey	CS signed up to Survey Monkey and sent out to the Fresh Marketing database, 266 email addresses. Received 15 responses (6% response rate).	CS to send JM results
2.2	CN Tourism Launch – Seek off Beat	KB went to CN launch of new tourism marketing. 'Seek Off Beat' is the theme and can be promoted to BIA members. TM to seek how to engage further with cruise ships industry.	Nil
2.3	Visitor's Centre Promotion	KB noted that the Visitors Centre has teamed up with NTIG to allow businesses to have stalls / brochures on hand to greet visitors from cruise ships.	KB and KC to collaborate on this initiative.
2.4	Promotion of BIA	KB and DO noted that BIA requires further promotion throughout whole precinct as new businesses are opening in Newcastle	Bar Mellow Sept 7 at 4:45pm: KC to create invites

		<p>West etc. KB suggested approaching survey responders and directly inviting them to an event as engaging with businesses directly will increase awareness.</p> <p>DO suggested Bar Mellow for a small gathering after next Board Meeting.</p> <p>KB proposed to hold a mid week event from 5:30pm. Bar Mellow Sept 7 at 4:45pm started agreed upon.</p>	<p>on Canva. JM to send logo.</p>
2.5	Live Spots	Live Spots website now paused	Nil
3. Items for Discussion and Decision			
3.1	Live Spots	<ul style="list-style-type: none"> - KB explained the management for Live Spots. - SBR Contestable Funding still available \$15k approx. - Board suggested to meet with Live Spots Management. - DO agreed with KB noting that the scope of works is missing as the original Board Member has now resigned. The Board should make sure the management understand what they need to do to make it a success. - KB proposed that it would be beneficial to promote artist more the 24 hours before gig. Proposed meeting with scope of works and a timeline for performance review. - KB will put together a draft scope of works together (including timetable, venue to be shared across several platforms, information provided to venues and BIA's (assets) and organise a meeting with Live Spots Management. - KB conducted a vote to disengage with current Live Spots Management. KB to contact management with Criteria and fee to EOI invite applicants to attend the Board. 	<p>KB will put together a draft scope of works together and return to next Board Meeting.</p> <p>KB to contact Live Spots management with Criteria and fee to EOI invite applicants to attend the Board.</p>
3.2	Ants Trail	KB, CS, DO sharing the Ants Trail communications from Leda Gallery. Board favours the idea but is concerned about	KB to provide final feedback, and return to the Board with a better

		<p>aspects of the proposal and the Board provided feedback.</p> <p>Board support funding of \$5000 (KB motion and DO second) and believe that for balance, a SBR Contestable funding Grant Application would be suitable.</p> <p>DO suggested that feedback from four venues of the initiative would be beneficial and a professional event organiser is definitely required due to the size of the initiative.</p>	<p>proposal, with the possibility of an event co-ordinator and SBR Contestable Funding Application.</p>
3.3	AGM	To be held on November 9 2022	Nil
3.4	Informal BIA Catchup	To be held on October 19 at 5:30pm at Stag and Hunter (venue hire is \$100 per BIA)	JM to organise invite
4. General Business			
4.1	SBR Contestable Funding	TM: Round August 22nd to September 11 th . Discussion around possible applications and conflicts of interests for Boards was facilitated.	Nil
4.2	Social Media Report	JM to share with board.	JM to share with Board.
4.3	Illuminate Debrief	JM to share with board along with the video of Illuminate to all.	JM to share with Board.

NEXT MEETING: Wednesday 7 September 4:45pm