

NEWCASTLE BUSINESS IMPROVEMENT ASSOCIATION

ABN 93706504579 |

INC ID 1901584

MEETING MINUTES

Date	Wednesday 31/01/24
Location	4 Crown St Newcastle
Minute Taker	Janice Musumeci, JM Consultancy Services

ATTENDEES

Name	Abbreviation	Business represented
Lucy Glover	LG	Kafey Café
Kendall Brooks	KB	Brooks Marketing & Events
Jacinta Fintan	JF	Wall Station
Shanelle Lowe	SL	Chandler Macleod
Blake Phillips	BP	Pokey
Thomas Michel	TM	CN
Trish Hilkmann	TH	CN

GUESTS

Faith Curtis	FC	UPNUP
Craig Clarke	CB	LAPC
Grace	GT	Bernie's Bar
Larissa Adrien	LA	The Art of Healing
Mel Sargeant	MS	Newcastle Podcast Station
Cr D Clausen	DA	CN
Cr J Mackenzie	JM	CN
Cr J Church	JC	CN

APOLOGIES

Larissa Adrien	LA	The Art of Healing

MEETING OPEN: 5.18pm

MEETING CLOSE: 6.35pm

MINUTES

Item	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Presentation	<p>FC – UPNUP proposed date on 16th & 30th March Activation in the Mall with funds held over from 22/23 FY from NCBIA. Performers, collaboration with community, art activities/competition for design which will then be produced to sell on tees.</p> <p>Theme is emerging Newy, promoting visitation to the Mall, displaying competition artworks in different shops in the Mall. Wanting many locations for canvases to assist walk through the Mall. Liaison with Board LG & BP. Start promotion 2 weeks prior. Target teenage crowd, dog friendly event for families.</p> <p>SL – Flagged March 30 date is Easter weekend. Good to precede Youth Week. Also suggested 3 weeks needed as a lead time from promotion.</p> <p>LG – Flagged intellectual property of the design ensure that is covered with a contract.</p> <p>JF – Suggested limited run of tees and not recreated on other items. Also suggested dance crews to draw a crowd.</p> <p>KB – Proposed March 23 April 6</p> <p>VOTE Unanimously approved all Board in attendance</p>	FC - to send out more info to Board directly
1.2	Confirmation of Previous Minutes	Approved SL Seconded KB	
1.3	Conflicts of Interest	Nil	
1.4	Treasurer's Report	Budget at Bank \$93,210.00	Nil

1.5	Correspondence	Refer TM Address – Vibrant Streets Package circulated to Board prior to meeting	
1.6	CN Matters	<p>TM - CN application update from NSW Govt. Funding grant Community Improvement Districts program. Focus on activation and signage around CBD development in the East end. CN notified are in the running for the grant stay tuned for outcome. BIA will be a key stakeholder. Letter of Support required from NCBA.</p> <p>Funding opposite NSW Govt Vibrant Street Package. Up to \$150k CN only can apply.</p> <p>All Board agreed this would be a great opportunity for the Darby St, Eastend area. There are many existing activations that could benefit.</p> <p>SBR Contestable Funding update – some agreements to still go out.</p> <p>CN are seeking legal advice around conflict of interest of Board members sitting and applying for sponsorship from BIAs. Preliminary advice to follow with an official communication around this matter. Service Agreement and Constitution give way for grey areas in this matter that is being reviewed.</p> <p>TM – Announced he has resigned from CN. TH is here to takeover the role in the interim.</p> <p>KB – Offered congratulations and thanked TM for his support of the NCBA.</p>	
1.7	Matters Arising	Nil	
2. Outstanding Actions			
2.1	Nil		

3. Items for Discussion and Decision			
3.1	Beautification	141 Darby St. Herb Urban updated will commence work Feb.	Nil
3.2	Database Update	<p>JM – Database update needed</p> <p>JF – Suggested a person to collate new database will approach for hourly rate and seek hours required to come to Board.</p> <p>KB – Need to connect to businesses directly</p>	JF – to get quote to board for a database clean up.
3.3	Branding Direction/Social Media	<p>LG/KB – time to commit to a rebrand</p> <p>JM – Advised EOI process needed due to cost outlay for branding and socials.</p> <p>KB/SL – Worth investing in a Digital Asset Management role however is social media the best format.</p> <p>JF – Community and business based what is our focus. Need to build and strengthen relationships B2B. EDMs, become a trusty link between CN and businesses.</p> <p>SL – Suggested 2 pitches B2B and business to community.</p> <p>TM – 1200 ABNS in the precinct.</p>	JM – Seek EOI social media, EDM management,
3.5	PINK Activation	<p>KB/SL Update – NTIG updated KB AND SL. Canvas Events activation in Wheeler Place Fri 9 -13 Feb.</p> <p>Pink Trail with businesses has been sent to NCBIA database. Pink Trail details will be sent to every person with a PINK ticket. Chair KB has been speaking to businesses. 18 businesses participating now.</p> <p>NCBIA supporting this promotion.</p>	

3.6	Local Area Police Command Update	<p>CC – Community Liaison Officer new to portfolio started December 23 in this role. Operation Confidence local high visibility op for local business community. Fortnightly patrols, problem areas will stay in the op. Looking for interaction from businesses in the precinct.</p> <p>JF – How do we make contact? Mall always an issue.</p> <p>CC – 000 emergencies, 131444, NSW Police website via community portal. Video footage is always helpful. Rely on businesses to have CCTV footage however not always available. A lot of the issues come from outside the area as it is easy to get into Newcastle CDB particularly school holidays. Local youth problematic.</p> <p>KB – Query about Mall area to LG</p> <p>LG – Still problematic in the Mall</p>	JM- E Intro CC & LG
4. Strategic Discussion and Review			
	Recruiting Board Members	<p>JM advised need for new Board members please connect</p> <p>JF- Suggested collaboration with NTIG</p>	KB to invite Board to next NTIG meeting
	Big Picture Festival (BPF) BIA funding application	<p>KB – Met with Katerina Skoumbas from BPF which led to a \$20k funding application form presented to Board via email today.</p> <p>General discussion around the benefits to businesses.</p>	JM Advise KS Board will consider at next meeting

Next Meeting: FEB 28 5PM TBA