



NEWCASTLE BUSINESS IMPROVEMENT ASSOCIATION

ABN 93706504579 | INC ID 1901584

BOARD MEMBERS

Name	Abbreviation	Business represented
Kendall Brooks	KB	Brooks Event Management
Shanelle Lowe	CL	Chandler Macleod
Damien O'Brien	DO	O'Brien Winter Partners
Taiyo Namba	TN	Nagisa
Kristy Coady	KC	Swell Magazine
Lucy Glover	LG	Kafey Café
Chris Russell	CR	CIMs Café
Blake Phillips	BP	Pokey Newcastle

CN REPRESENTATIVES

Thomas Michel	TM	CN
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MEETING OPEN: 5:03pm

MEETING CLOSE: 6:13pm

MEETING MINUTES

Date	24 May 2023
Location	O'Brien Winter Partners, Hunter Street Newcastle.
Minute Taker	Victoria Gill, VEM Services

ATTENDEES

Name	Abbreviation	Business represented
Kendall Brooks	KB	Brooks Event Management
Damien O'Brien	DO	O'Brien Winter Partners
Lucy Glover	LG	Kafey Café
Blake Phillips	BP	Pokey Newcastle
Taiyo Namba	TN	Nagisa
Chris Russell	CR	CIMs Cafe

GUESTS

Marcus Jeffries	MJ	University of Newcastle Business School
Cornelia Schulze	CS	Hunter Coastal Lifestyle Magazine
Faith Curtis	FC	UpnUp

APOLOGIES

Kristy Coady	KC	Swell Magazine
Shanelle Lowe	CL	Chandler Macleod
Thomas Michel	TM	CN

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Confirmation of Previous Minutes	Moved: Damien O'Brien Seconded: Lucy Glover	Nil
1.2	Conflicts of Interest	Nil	Nil
1.3	Treasurer's Report	Budget at Bank \$22 609.71	Nil
1.4	Correspondence	<p>a) Social Media: From Slice Wireless noting that the Newcastle City BIA does not want to have a Social Media presence after the 31st of May 2023. The figures below are an endorsement of the positive effect Social Media has had for Newcastle City BIA.</p> <p>Reach:</p> <ul style="list-style-type: none"> • Combined Impressions 66,557 (Average reach per post 256) • <u>\$12.37 to reach every 1,000 people.</u> <p>Content:</p> <ul style="list-style-type: none"> • <u>202 Businesses</u> have been featured. • 44 Things to see and events have been featured. • 59 Live Spots posts • 9 Community type posts • Facebook: We now have 875 followers compared to 232 two years ago. An increase of approximately 285%. • Instagram: 138 followers from a start-up position 	KB to send letter to Kerry of Slice Wireless to thank for their efforts after 31 May 2023.
	CN Matters	a) City Intelligence Program: TG explained the City Intelligence Program which can analyse data and determine trading activity and to assist with economic development measures. TG suggested that the Board review and provide	Nil

		feedback / ideas for next layers to TM.	
2. Outstanding Actions			
	Nil	-	
3. Items for Discussion and Decision			
3.1	Guest - Marcus Jefferies – UoN	<p>MJ discussed place making and wayfinding projects in the Precinct, including the University of Newcastle Business School’s involvement in the Honeysuckle precinct, ‘Future of City Centre’ in the previous years to increase foot traffic and traction to the area.</p> <p>MJ noted that the University can help with scoping study with members to see what they like in terms of placemaking; installation and then post occupancy evaluation. KB noted the importance of scoping study but with efficiency as progression is needed in Hunter Street Mall precinct.</p>	MJ to attend June meeting to present ideas to the Iris Group.
3.1	Guest – Faith Curtis of UpnUp	<p>Iris Group have spoken with JM and TM in which they will donate their hoardings in the Hunter Street Mall precinct; exact area yet to be defined. The Board reached out to UpnUp to discuss ideas to beautify and make the area useful in wayfinding purposes.</p> <p>FC noted that UpnUp are creative community engagement practitioners, that could assist in arranging two Fri / Sat activations during the school holidays to compose street art on the hoardings.</p> <p>FC discussed this opportunity to engage some community in the assistance of putting art on the walls, which will create a unique project and protect the utility of the area. TN and LG noted the importance of a community mural to engage</p>	KB to find out the exact areas that Iris Group are allowing NCBIA to utilise. FC to put proposal together prior to June Meeting. FC to attend June meeting to present ideas to the Iris Group.

		<p>stakeholders and also prevent vandalism. CR noted that the graffiti project will be suited for the short time frame that the area requires beautification efforts.</p> <p>TN discussed the importance of using the event of publicity, with collaboration in UpnUp and that businesses would engage and benefit from this activation.</p> <p>BP noted the importance of incorporating precinct highlights into local business and LG noted importance of giving artist freedom to do work that they want. BP asked whether there would be indigenous artists, and whether artists would be paid. FC explained that UpnUp have legal graffiti areas that they host Paint Days in exchange for community activations. Whilst the event would not exclusively be offered to Indigenous artists, a diverse group would be engaged.</p>	
3.2	Guest – Cornelia Schulze of Hunter Coastal and Lifestyle Magazine	<p>CS presented Hunter Coastal and Lifestyle Magazine Proposal of \$9,926 to promote BIA funded projects both to increase the traction of the BIA and increase engagement with BIA run initiatives. Proposal suggests four publications over the next year aligned to Hunter Coastal and Lifestyle quarterly editions.</p> <p>BP questioned the EDM reach. CO noted the core of the business is the print mechanism to develop long form stories to tell on social / digital platform. CO discussed that the difference with Hunter Coastal and Lifestyle publication is that people read and discuss editions that have longevity.</p>	KB to circulate Hunter Coastal and Lifestyle Magazine to the Board via email for vote.

		<p>CO discussed the importance of communicating with the Board about collaborative content creation. Board agreed.</p> <p>LG discussed the issue with being paid which are not affordable for businesses. CO discussed the Newcastle edition that was run previously, which covered 150 different businesses in the BIA area, at no cost to the business owner, but a request from CN to select from an editorial point of view, including small businesses.</p> <p>CO discussed SBR, expecting to submit a Grant for Newcastle edition to target Cruise Ship passengers in Sydney. CO discussed the importance of establishing the reputation of Newcastle, to drive follow up visits to the area.</p>	
4. General Business			
4.1	Agenda for June 28 2023	<p>June Meeting Agenda</p> <ol style="list-style-type: none"> a. Welcome Marcus Jeffries of University of Newcastle Business School to discuss ideas about wayfinding and ways to activate Hunter Street Mall precinct b. Welcome Faith Curtis of UpnUp to discuss ideas about mural / wayfinding artwork on hoarding as per proposal c. Welcome Local Area Command to discuss actions needed for the area. Business Beat to recommence to provide a service for business owners, d. Hunter Coastal Proposal and Lifestyle Magazine Proposal (if not voted on prior) 	Invite Marcus Jeffries of University of Newcastle Business School, Faith Curtis of UpnUp and Local Area Command
4.2	Jacinta Fintan Light Mural	JF updated the Board via email. JF is seeking confirmation from the owner on the exact wall section to be painted.	Nil

		JF is working on an agreement from the owner that we can attach (screw into the wall) shatter proof acrylic panels to the wall which will contain the solar LED lighting. Once JF has this information, they will move to contract with the owner and commence creative discussions. The BIA will be looped into information around the creative process as we move forward.	
5. Strategic Discussion and Review			
	Nil	-	-

Next Meeting: Wednesday June 28 2023 5pm (QT)