



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
Kate Ellis	KE	Sportspower
Sandra Molloy	SM	Q's Books
Rob Burton	RB	132 Newsagency
Amy Cook	AC	Neighbourhood Barber
Chelsea Willis	CW	YPT
Nick Van Baal	NB	Greater Bank
Mara Draper Lang	ML	Son of a Gun

CN REPRESENTATIVES

Thomas Michel	TM	CN
Janice Musumeci	JM	Janice Musumeci Consultancy Services
Cr McCabe	CM	CN
Cr Duncan	CD	CN
Cr Barrie	JB	CN

GUESTS

Peter Johnson	PJ	Newcastle Art Gallery

MEETING MINUTES

Date	Wednesday 21 June 2023
Location	The Blind Monk – Private Room
Minute Taker	Victoria Gill – VEM Services

ATTENDEES

Name	Abbreviation	Business represented
Reece Hignell	RH	Cakeboi
Amanda Hinds	AH	Origin Architecture
Rob Burton	RB	132 Newsagency
Nick Van Baal	NB	Greater Bank
Mara Draper Lang	ML	Son of a Gun
Amy Cook	AC	Neighbourhood Barber
Cr J Barrie	JB	CN
Peter Johnson	PJ	Newcastle Art Gallery

APOLOGIES

Chelsea Willis	CW	YPT
Sandra Molloy	SM	Q's Books
Kate Ellis	KE	Sportspower
Cr Duncan	CD	CN
Thomas Michel	TM	CN
Cr McCabe	CM	CN

Meeting Open: 5:30pm

Meeting Close: 6:41pm

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Welcome	RH opened the meeting and introduced Guests as noted above.	Nil
1.2	Confirmation of Previous Minutes	<u>Moved:</u> Amanda Hinds <u>Seconded:</u> Reece Hignell	Nil
1.3	Conflicts of Interest	Nil	Nil
1.4	Treasurer's Report	<u>Budget at Bank:</u> \$12 881.82 Outstanding invoices, for JM to pay: \$11 000 to PWP Events \$1 180 Mens Shed \$110 to the Hive With the remaining \$691, the Board agreed to spend \$600 towards promotion of the Night Noodle Market.	JM / RH to arrange promotion of the Night Noodle Markets with HunterHunter / PWP Events.
1.5	CN Matters	Nil	Nil
1.6	Correspondence	Nil	Nil
2. General Business			
2.1	Social Media Management	RH noted that social media management has been fantastic with high engagement and increased traction with local businesses. AC and MD had their business' filmed for content; both noted that PepperIt were great to work with.	Nil
2.2	Night Noodle Market Event – Friday 7 July and Saturday 8 July 2023	RH noted the importance of the Board attending events to ensure that businesses are engaged and generally show good representation of Board activities. Event organiser has obtained a sponsor, and progressing with finalised event plans. This includes a full traffic management plan; road closure in Plaza and James Street. The Night Noodle Market Event will run from 5pm on both Friday and Saturday with face painting, children's rides, 'the Amazing Johnno', Saphire Chinese Dancers and Curios Legends Giant Illuminated Dragon. Event organiser is currently \$800 over budget, however is working with sponsors	JM to ask PepperIt to send through social media tile / story for Night Noodle Market Event for individual precinct business' to promote. JM to follow up with Tammara Ward of CN re Plaza cleaning. JM arrange Plan with

		<p>to cover additional costs. Board has already paid in full, and Rhonda will seek further funds from Sponsors. Rhonda to engage with Board if sponsorships cannot be obtained.</p> <p>JB noted the importance of a plan for the Event, which is dispersed via social media etc to allow people to plan attendance.</p>	<p>Rhonda and Pepperit. JM to arrange database email promoting Night Noodle Market Event.</p>
2.3	James Street Plaza Projector Installations	<p>AC and MD presented an update to the Board following conversations about ongoing installations on the James Street Plaza Projector with co-ordinator, Kristefan Minski. RH explained that there was no extra allocated budget for artist Fiona Lee, in order to pay commission for artwork display. AC questioned additional budget capacity. RH reminded the Board that at the DP session, \$10k was allocated for Art Thinking, commencing in January 2024.</p> <p>Fiona's artwork / biography presented to the Board. The Artwork was filmed in Newcastle Harbour and depicts relationship that locals have the industry. JB questioned the message the artwork provides. RH noted there was no political message. JB reiterated the importance of the message of the artwork being positive. RH noted that all artwork is being approved by CN through the Public Art Reference Group. After discussion, Board agreed that message should be balanced, no political motive and not to be divisive. The Board also discussed the importance of audio-visual activations to be displayed into the Plaza to increase engagement.</p> <p>Kristefan has planned for NAG, Wesley Mission and Newcastle Pride Festival to display installations in the Plaza over the coming months.</p> <p>RH explained that Kristefan's contract ends at end of June 2023, and the Board agreed to pay for another 12 months at the DP session. RH explained to the Board that Kristefan has set KPI's, being monthly social media content and one monthly artwork projection. MD noted the difficulty</p>	<p>RH to help AC and MD set up 12-month deliverables calendar to assist in the effective management of Art Thinking.</p> <p>AC and MD to lock in 6 months content, in the next month and then handover to RH to manage.</p>

		<p>that her and AC have presently in this arranging forward planning with Kristefan.</p> <p>Board engaged in discussion that concluded Kristefan is producing content, however ongoing and extensive meetings and emails are becoming difficult to manage and control. RH has recently engaged in extensive conversations with Kristefan, and noted that AC / MD management at the moment is lacking.</p> <p>RH noted the importance of establishing a working document, where KPI's are clear. RH noted that MD and AC need to hold Kristefan accountable for KPI's (social media and installation), in which is entailed in his Contract, that the BIA has paid for.</p> <p>MD asked for a document that includes all financial information so that the Board has a broader understanding of the scope of his work. RH noted that the contract includes all the information needed in regard to scope and budget allocation.</p> <p>RH noted that AC and MD have brought the project together neatly, however ongoing management is important to the succession of the Board's initiatives.</p> <p>JB offered her assistance in project delivery alongside AC and MD as a representative for Hamilton businesses. RH noted that JB comments were not relevant to the Board's decisions on the delegation and management of separate projects.</p> <p>MD and AC noted that there were both facing increasing pressures of running their own business and that this Project is not a passion of theirs, hence it is difficult to manage and delivery. MD and AC note that they have capacity to provide ongoing support to the Board.</p> <p>RH suggested to MD and AC to establish a 12-month calendar, including social media content delivery for Kristefan to work with, RH to help AC and MD set up 12 month deliverables calendar. AC and MD to lock in 6 months content and then handover to</p>	
--	--	---	--

		<p>RH to manage. AC and MD to work will then work on other Projects moving forward, including the Day of the Dead Festival.</p> <p>RH noted the importance of equal dispersal of tasks across the Board and that anyone is encouraged to speak up when they feel they are not able to meet objectives. RH noted that Board can reflect on the Project / continuing contract with Art Thinking as the year progresses.</p>	
2.4	Beautification	<p>RH noted comments from the community about damage to trees.</p> <p>RB has contacted the Mens Shed about the stakes to protect trees. The Mens Shed has put a trial of metal stakes but removed because of safety concerns. RH noted that there is a significant amount of money being lost in damage to the trees. RB to contact Mens Shed / Her Urban to finalise decisions. RB to send email and cc RH in the immediate term. RH noted that if the Mens Shed are unable to assist, in the alternative, BIA can manage the purchase of the stakes and then Herb Urban can instal.</p> <p>Clocktower have put own plants in, and then managing their own plants. RB noted that cleaning has been done in the Plaza in the mornings, Monday – Friday.</p>	<p>RB to contact Mens Shed / Herb Urban to finalise.</p> <p>JM to follow up with TW of CN about increased cleaning schedule of toilet in James St Plaza.</p>
2.5	Hello Hamilton Database update.	NB to work with SM re Hello Hamilton database. NB to shadow over the process; JM offered support where needed.	Nil
2.6	Hanging Baskets	Herb Urban to take them down. RB remaining as spokesperson. Quotes to come to the Board.	RB to provide Herb Urban invoice to JM.
2.7	Fringe Festival	CW managing the whole coordination of the Fringe Festival.	Nil
2.8	Peter Johnson Tutorial Lead, Newcastle Art Gallery.	<p>NAG projects to keep collection out and about whilst NAG is closed. PJ stated that engagement with the HBA Board is important and that he wanted to connect with the Board to maintain an ongoing relationship.</p> <p>RH asked if there is already art that would be able to be displayed on the Projector in James Street Plaza. PJ explained the</p>	

		<p>artwork of Christian Thompson, Dead Tongue 2015 artwork. Audio and visual components. PJ has done a test in the Plaza and it came up well. PJ is currently working with artist to crop and ensure it suitably fits the space; to be displayed from NAIDOC Week (w/c 3 July) to the end of August 2023. PJ noted that NAG are to arrange commission for artists where it arises, so no costs to BIA.</p> <p>PJ also explained the planning for an activation in the James Street Plaza for NAIDOC Week. Board offered support to hold activations in the Plaza and that PJ's HBA Board contact was AC and MD. RH noted that advertising material is crucial; PJ has been working on communications material, which will be shared with the Board when available to inform Hamilton business community.</p> <p>The Board encouraged PJ to discuss the support of the HBA Board when liaising with stakeholders / CN.</p>	
2.9	HBA Board Member Engagement	<p>RH noted that the Board's drive regarding varying initiatives needs to be equally dispersed. RH discussed the importance of Board members picking a passion project that resonates with them and ensuring that they are able to commit to the Board as engaged representatives of the precinct's businesses.</p> <p>RH noted the importance of knowledge and the great existing relationship of the Board members currently however stating that there is no ongoing obligation to maintain engagement on the Board if members cannot commit. RH and AH offered their assistance at any time when needed.</p>	
3. Items for Discussion and Decision			
3.1	July Meeting	KE to provide an update on the Business Beat Community Event at July Meeting.	-
4. Strategic Discussion and Review			
	Nil	-	

Next Meeting: Thursday 20 July 2023 at Blink Monk – Private Room