



NEWCASTLE BUSINESS IMPROVEMENT ASSOCIATION

ABN 93706504579 |

INC ID 1901584

MEETING MINUTES

Date	Wednesday 10/04/24
Location	ZOOM
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
Georgia Lazzari	GL	CN

GUESTS

APOLOGIES

Shanelle Lowe	SL	Chandler Macleod
Blake Phillips	BP	Pokey

MEETING OPEN: 5.01pm

MEETING CLOSE: 6.35pm

MINUTES

Item	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Confirmation of Previous Minutes	Approved LG Seconded KB	
1.1	Conflicts of Interest	Discussion and reminder of what is deemed to be CofI	Nil
1.3	Treasurer's Report	Budget at Bank \$72,275 GST Refund \$2549	Nil
1.4	Correspondence	Cr J Barrie & E Coker	
1.5	CN Matters	<p>GL – Updated Board on meetings with Port Authority and Cr Barrie.</p> <p>Economically we do not see a spike in revenue in CBD with cruise ships. Rather bookable tours to Hunter Valley etc</p> <p>Need to work closely wih businesses to produce offers for on shore experiences, offers that can be bookable by passengers.</p> <p>CN awaits revised MOU fro Port Authority.</p> <p>Essentially requires engagement of a Product Development Specialist to work with businesses on organising bespoke bookable experiences to appeal to cruise ship passengers.</p> <p>Dest. NSW workshop in Newcastle in June for local businesses to have an understanding about what is required.</p> <p>KB/JF – BIA to do as much as possible in collaboration with NTIG.</p> <p>All agreed NTIG, CN, BIA, and other local business gripus to work together and include other BIAs.</p>	KB Invite Board to NTIG meetings

1.7	Matters Arising	Nil	
2. Outstanding Actions			
2.1	Nil		
3. Items for Discussion and Decision			
3.1	Beautification	<p>141 Darby St. Herb Urban completed.</p> <p>Videography organised for \$725 Straightline Media as a BIA asset to promote this new safe space and for media release.</p> <p>Decided on piece to camera for video</p> <p>Lighting to stay on until 10 pm</p>	<p>KB – Send POLL to Board for a date to shoot video</p> <p>JM advise Heb Urban to adjust timer</p>
3.2	EOIs BIA Sponsorship	<p>8 x EOIs received from SBR Contestable</p> <p>Funded recipients value \$80k total</p> <p>JM Reminded Board they have funds allocated for this FY budget to sponsor activations, but this total is over and above.</p> <p>Each Application was discussed with 3 chosen to be funded.</p>	<p>JM send notification to unsuccessful applicants and advise successful recipients.</p>
3.3	Branding Direction/Social Media	<p>3 x EOIs received for Digital Asset Management and sent to Board</p> <p>General discussion about each EOI</p> <p>Further questions to be addressed to 2</p> <p>Comparison spreadsheet prepared by KB</p>	<p>KB – Send queries to 2 applicants and forward to Board for review</p>
3.4	Art Beats	UPNUP Art Beats discussion of activation	
4. Strategic Discussion and Review			
	Recruiting Board Members	JM advised need for new Board members please connect	

	BIA Deas Exchange	RSVP required	
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Next Meeting: Deliverables Planning Meeting Date Change to May 29 Location: TBA