



NEWCASTLE BUSINESS IMPROVEMENT ASSOCIATION

ABN 93706504579 |

INC ID 1901584

MEETING MINUTES

Date	Wednesday 25/09/2024
Location	237 Hunter 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
Zackari Watt	ZW	Fingers Crossed Creative / Community Member
Blake Phillips	BP	Pokey Newcastle
Oliver Hughes	OH	Newcastle Greater Mutual Group
Shanelle Lowe	SL	Chandler Macleod
Emily O'Brien	EO	Newcastle Banana Blossom

GUESTS

Rebecca Morley	RM	City of Newcastle
Lewis Lamb	LL	Lucky Hotel
Mel Sargeant	MS	Newcastle Podcast Station

APOLOGIES

MEETING OPEN: 5.07pm

MEETING CLOSE: 6.51pm

MINUTES

Item	Agenda Item	Details	Actions
1. Welcome Guests and Administration			
1.1	Acknowledgment of Country	KB	
1.2	Confirmation of Previous Minutes	Approved JF Seconded LG	
1.3	Conflicts of Interest	Nil	
1.4	Treasurer's Report	At bank 25/09/24 \$107,725.17 SBR Funding received 05/09 \$110,000.00 Invoices paid: 11/09 Soqual INV 1256 \$7,623.00	
1.5	Correspondence	Gemma Bland – Cruise Markets KB met with GB about Cruise Markets this week. Dana Pichaloff – Samaritans Xmas Lunch All Board present voted unanimously for BIA to be Major Sponsor for Samaritans Xmas Lunch \$5k Jacinta Fintan – PAAC Priscilla Emmett invited to October Board meeting to discuss PAAC. General discussion about having a BIA Board member on PAAC possibly on a rotating basis between Board members. To be discussed at next meeting.	JM advise Dana Pichaloff
1.6	CN Matters	RM Permit Plug Play CN successful with \$500k grant to assist with road closures for street party type events in specific	RM to update Board on PPP

		<p>areas such as for CBD Darby St, Wharf Rd and Laman St, Nelson St Wallsend and Beaumont St Hamilton. This will provide event managers with the foundation documents (including street event guides and traffic management plans) as well as physical interventions that will make it easier to host events on that street ie traffic bollards, 3 phase power etc.</p> <p>Needs are different in each location and will be reviewed to assist with infrastructure upgrades.</p> <p>A working group will be collated with site visits to identify needs.</p> <p>Transport for NSW grant \$125k used for NEW ANNUAL opening street party. Extended trading hours also from NSW Liquor and Gaming. Survey will be sent via BIA EDM for acquittal after the event.</p> <p>SBR Contestable Funding update on number of applications. Another round for marketing to seek more applications this week. ED Team considering at moving date for SBR funding application round in future to allow more time to support summer and Xmas events.</p> <p>LG asked if CN have any NEW ANNUAL bunting for event on NOV 9.</p> <p>ZW offered assets for LG event.</p>	<p>JM advise Soqual to send survey to business members.</p> <p>RM to advise LG</p>
1.7	Matters Arising	Nil	
2. Items for Discussion and Decision			
3.1	Beautification	Nil to report	
3.2	Economic Development	Refer general business	
3.3	Promotion	Soqual Update	

		<p>Meta Ads Campaign #2 running 3 months at \$10 per day</p> <ul style="list-style-type: none"> • Started 16/09 • Amount spent to date \$88 • Reached 8726 • Profile Visits 1477 • 909 new followers at 0.09 cost per follow) <p>Sept EDM 45% open rate 6.75% clicked</p> <p>KB approves EDM and liaises with Soqual</p>	
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3.4	Governance	AGM NOV 20 all Board to attend	
3. General Business			
4.1	Mel Sergeant	<p>Newcastle Podcast Station</p> <p>Spoke about the Newcastle Podcast Festival in 2025. Date TBA. Ran through sponsors and origin of the festival. Future to coach best practice for podcasting based in Newcastle, Would like the event to be more accessible for everyday people.</p> <p>Mel has contacts to bring entertainment to the venue. Looking to bring influencers and entertainers into festival to showcase the event nationally. Newcastle Library have offered venue only and QT Hotel have offered a space for live podcast during event.</p> <p>Proposed live podcasts around the city during the festival. Including cafes, retail spaces.</p> <p>Mel is requesting funding from the BIA and is looking to apply for SBR Contestable funding.</p> <p>RM to introduce MS to The Business Centre to assist with grant writing.</p> <p>KB to introduce MS to NTIG contacts.</p> <p>MS offered promotion on NEWFM for local businesses if community focused event</p> <p>KB mentioned BIA Funding Form for BIA sponsorship opportunity.</p>	<p>JM send MS BIA funding form</p>
4.2	Lewis Lamb	<p>The Lucky Hotel</p> <p>Pitch to the Board about Made on Sunday event with Live DJs looking to turn event into a street party over easter 2025.</p> <p>14 artists multiple stages.</p>	<p>JF to write a letter of support for LL</p>

		<p>KB Queried how will this event support more than the Crown St area. BIA perspective event will support The Lucky but how will that help other businesses in the precinct.</p> <p>RM Expectation of around 75% local business involvement with an explanation if not from local SBR area.</p> <p>LL Street Party could introduce over 700ppl to the area. We can involve the immediate businesses around us in King Street for example. Advertising local businesses in venue over the event.</p> <p>KB suggested engaging with as many businesses to open and trade and collaborate that same weekend for success for the SBR grant. Mentioned WINTERHEAT Food Alley as an example.</p> <p>SL Mentioned if business not directly involved then consider how other businesses will benefit from the event.</p> <p>ZW Mentioned Permit Plug Play funding. RM clarified that this road is not currently included in this grant.</p>	
	Kendal Brooks	<p>SBR grant application on a project which will be called Lovin It Local.</p> <p>Partner with SBR event recipients and other event organisers to help them to do precinct and local supply chains for better sustainable practices. Will also meet the new 75% local operator usage requirement for SBR funded events. Reducing waste at events is key focus.</p> <p>Small events will be organised to educate / advise event coordinators and SBR applicants. Also engaging activities during the event to educate participants about sustainability.</p> <p>LG Asked about KB creating a list of CN assets for events and other people's assets for future events. Example items that can be borrowed from other event organisers (shared events asset list).</p>	

	Jacinta Fintan	<p>RENEW NEWCASTLE v2 update on SBR grant application.</p> <p>Funding for a scoping study to provide information on reasons why Newcastle need this project. Document that will provide information that will help investment understanding.</p>	
		<p>JF Proposed approaching PAAC to have a charter to approach local artists before engaging external artists for local public artworks.</p> <p>Proposed BIA have a representative on PAAC.</p> <p>KB agreed CN should be restricted to utilise local artists first.</p> <p>RM queried developer contributions policies around developers utilising artists for wayfinding signage and artistic projects etc. RM to find out more information around this and report back to the group at next meeting.</p> <p>Supports the idea of having a local BIA board member on PAAC. Clarification to be sought from Priscilla when she presents at October meeting.</p>	
	Xmas Campaign	<p>JF proposed via email an idea for the BIA to encourage people to spend in local businesses</p> <p>KB enquired as to why CN use Wheeler Place for Xmas tree and proposed using Hunter St Mall.</p> <p>RM asked what BIA could do to activate the precinct</p> <p>MS Newcastle Hunter Mummas (NHM) closed FB group toy swap at The Station. BIA could sponsor a post for an activation.</p> <p>EO mentioned the huge support from NHM when Mall businesses closed and advertised sales.</p>	<p>KB to email Board to discuss ideas for Xmas.</p>

		LG mentioned the Toy Run and events in Wickham Park	
	Cruise Markets	<p>KB met with Gemma Bland about Emporium Markets at Museum Park. GB would like to collaborate with BIA to ensure local businesses are included.</p> <p>Various ideas discussed about how BIA can assist with achieving visitation to local businesses from the cruise market.</p> <p>ZW mentioned an inspirational novel offer/need for cruise guests to come off the ship and filter through the city. Mentioned that licences could be looked at to enable a more unique mode of transport for cruise visitors.</p> <p>KB mentioned a lot of ships are smaller this year. International cruisers more inclined to buy something local.</p> <p>BP mentioned crowds attract crowds as people go where people are so whilst they might not be spending, they are visiting. Was talking to English visitor from a ship who did the cruise to see which city they would like to relocate. Suggested property brochures for tourists.</p> <p>RM mentioned the competition is also PS and HV bookable day tours that are popular. It would be good to have data about who is on the ships to be able to cater activations to those people.</p> <p>LG mentioned a lot of businesses with bicycles have tried to attract the cruise ships with no success.</p>	

Next Meeting: Oct 16