



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
Chelsea Willis	CW	YPT
Dan Taylor	DT	CommBank
Josh Distefano	JD	Vera Wines
Alissa McCulloch	AM	Community Member

CN REPRESENTATIVES

Georgia Lazzari	GL	CN

GUESTS

MEETING OPEN: 5.32pm

MEETING CLOSE: 6.27pm

MEETING MINUTES

Date	18/04/24
Location	Blind Monk – Private Room
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Amanda Hinds	AH	Origin Architecture
Kate Ellis	KE	Sportspower
Chelsea Willis	CW	YPT
Georgia Lazzari	GL	CN
Dan Taylor	DT	CBA

APOLOGIES

Josh Distefano	JD	Vera Wines
Cr Carol Duncan	CD	CN
Reece Hignell	RH	Cakeboi
Cr J Barrie	JB	CN

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1.	Confirmation of Previous Minutes	Approved: AH Seconded: KE	Nil
1.2.	Conflicts of Interest	Nil	
1.3.	Budget at Bank:	At bank \$24,444.00	Nil
1.4.	City of Newcastle Matters	BIA Ideas Exchange Wednesday AH presenting of behalf of HBA SBR Contestable Funding opening May 27	
1.5.	Correspondence	Cr J Barrie regarding Awaba Park	
2. Outstanding Actions			
2.1		Nil	
3. Items for Discussion and Decision			
3.1	Subcommittee Report: Beautification	Green Beams 2 x spaces required	JM to database EOI
3.2	Subcommittee Report: Social Media	Specific content generation needed and encouraging businesses to take part in HH by sending content directly via DM	CW to provide feedback to social media provider CW speak to pepperit about blanket email to database JM enquire about when next report is

			available and request for May meeting
3.3	Subcommittee Report: Events	<p>Fringe from all reports the Fringe was highest attendance with the greatest number of shows and attendance.</p> <p>CW meeting with Fringe Board for feedback in coming weeks</p> <p>Closing night was out of Hamilton precinct would be good to hold inside Hamilton precinct next time</p> <p>Hawker Street Markets</p> <p>May 25 between 5-9pm</p> <p>All Asian style markets are difficult to source. List of vendors sent to Board by PWP Events for review.</p> <p>For now other types of food vendors need to be involved.</p> <p>AH presented new poster design making name of markets bigger on poster and poster less cluttered.</p> <p>AH proposed name change as Hawker St can be confusing to general public as people think it is an actual street.</p> <p>RH - I'd like to contribute to the discussion on night markets by emphasising the brand <i>Hawker Markets</i> popularity within the community and among local businesses due to their distinctiveness. Transforming these markets into something more generic, such as Food Truck Markets, risks diminishing the community's interest in the event. It's crucial that we approach marketing wisely, offering an experience that's truly unique.</p> <p>Initially, we engaged Rhonda to develop this concept, and she confidently agreed to the task. Additionally, we've garnered strong support from local businesses, who witness increased spending on market evenings. However, could the abundance of options at the night markets potentially divert people away from patronising other local establishments?</p> <p>If any changes to the market were to be made, following all the communication that has happened over the past few weeks, I would be against the suggestion of rebranding as I do not believe a more captivating option has been presented</p>	<p>JM / AH find out cost of one survey at next markets as this could assist with future events need numbers of attendance</p>

		<p>Robust discussion around possible name change to Hawker Food Markets</p> <p>AH spoke to IER about their survey and the Board have allocated funds for one survey</p> <p>DT moved changing name to Hawker Food Markets</p> <p>VOTE: KE, AH, DT, AM</p> <p>AM mentioned connecting with local small food vendors who want to test their product. Someone could want to trial their product at the markets/pop up.</p> <p>AH to follow up event organiser</p> <p>Layout of markets different to last 2 events</p> <p>EOI for events is up May 2024</p> <p>AH asked Board if there is a need to go back out to EOI</p> <p>Board to review need for EOI or to stay with PWP after next market</p>	
3.5			
4. General Business			
4.1	Resignation	<p>Nick Van Baal resigned moving interstate</p> <p>Secretary role now open DT to take the role</p>	
4.2	Board Member Recruitment	<p>ALL to network</p> <p>Kate Ellis stepping down May JM Thanks to KE</p> <p>KE joined July 2020 and has been a committed volunteer of the Board and more recent years Treasurer. The Board thank KE for her valuable input and commitment.</p>	
4.3	Event sponsorship vs SBR contestable funding	<p>AH to advise PWP about opening date for SBR Contestable funding</p> <p>Board would support application</p> <p>PWP Sponsorship package has been forwarded to Board</p>	

NEXT MEETING: May 16 2024