



NEWCASTLE BUSINESS IMPROVEMENT ASSOCIATION

ABN 93706504579 |

INC ID 1901584

MEETING MINUTES

Date	Wednesday 24/06/24
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
Trish Hilkmann	TH	CN

GUESTS

Sara Charnox	SC	Soqual
Zackari Watt	ZW	Fingers Crossed Creative
Howard Laughton	HL	Community Member

APOLOGIES

Shanelle Lowe	SL	Chandler Macleod
Blake Phillips	BP	Pokey

MEETING OPEN: 5.32pm

MEETING CLOSE: 6.55pm

MINUTES

Item	Agenda Item	Details	Actions
1. Welcome Guests and Administration			
1.1	Acknowledgment of Country	JF	
1.2	Confirmation of Previous Minutes	Approved LG Seconded KB	
1.3	Conflicts of Interest	Nil	
1.4	Treasurer's Report	Budget at Bank \$8,628.37 9-May \$15,000.00 Fingers Crossed Creative INV 24006 9-May \$797.50 Straightline Media INV 2099 15-May \$4,290.00 Soqual Branding INV 1144 15-May \$10,000.00 Sculptures @ Scratchleys INV 9 15-May \$3.85 Commbizz Fee 27-May \$450.00 A Campbell INV149 11-Jun \$2,541.00 Soqual INV 1176 17-Jun \$2.75 Commbizz Fee	
1.5	Correspondence	H Laughton	
1.6	CN Matters	Update from TH about the Civic Domain Plan. Public consultation will now be Nov/Dec 2024.	
1.7	Matters Arising	Nil	
1.8	Guest Introduction	HL introduced himself and advised Board of a resident's group he is representing to support the Hunter St Mall development plans. ZW advised his interest to join the Board as a Community Member . General discussion with Board about his business and event expertise and what experience and insights he can bring to the Board.	
2. Outstanding Actions			

2.1	Nil		
3. Items for Discussion and Decision			
3.1	Beautification	Nil to report	
3.2	Economic Development	<p>Events – ZW provided update on Winterheat July 20. 8 businesses locked in the food related to Heat Street sponsored by BIA.</p> <p>KB asked ZW to provide flyers to local hotels + NTIG newsletter</p>	ZW to send social media assets to Soqual
3.3	Promotion	<p>SC Soqual branding complete</p> <p>Social Media strategy sent to Board prior to meeting</p> <p>KB feedback to Soqual to drop the historical posts making the page more about building connections with businesses & sharing CN initiatives for precinct.</p> <p>LG wanted to ensure all businesses are included not just high end.</p> <p>SC asked Board to participate with input</p> <p>General discussion about paid META advertising to build Love Newy brand.</p> <p>JF Feedback to split via percentage e.g.: 50% BIA content, 25% new business 25% SBR Events</p> <p>All agreed paid META strategy towards achieving goals of growth to socials and database.</p> <p>KB moved that Soqual be paid \$8k for META advertising</p> <p>Approved by all Board present.</p> <p>Database still requires some work to tidy up. One invoice outstanding of \$450 to be paid.</p>	
3.4	Governance	New Board Member Zackari Watt as community member	

		Nominated KB Seconded JF	
4. General Business			
4.1	Nighttime Economy Meeting	Nighttime Economy meeting June 27 important for Board members to attend if possible. KB & ZW will attend	
4.2	Business Collaborations	<p>KB has met with Steve Wait from the Business Centre about ways to collaborate. The centre has a lot to offer and raising awareness would be a good option including activities in the new BIA EDM.</p> <p>Is also possible to hold networking events at the Business Centre.</p> <p>KB NTIG meeting update</p> <p>SBR Contestable Funding general discussion.</p> <p>JF/KB Discussion about the former RENEW Newcastle project. Suggested Board look into filling empty shopfronts with art, displays for other businesses, online shops to have some bricks and mortar space.</p> <p>JF mentioned her connection with Marcus Westbury who initiated this project and will meet with him.</p>	KB send summary of NTIG meeting to Board

Next Meeting: July 24, Aug 21, Sept 25 OCT TBA and AGM date set for Nov 20