

NEWCASTLE BUSINESS IMPROVEMENT ASSOCIATION

ABN 93706504579 |

INC ID 1901584

MEETING MINUTES

Date	Wednesday 24/07/24
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
Blake Phillips	BP	Pokey
Zackari Watt	ZW	Fingers Crossed Creative / Community Member
Georgia Lazzari	GL	CN

GUESTS

Nic Minter	SC	Soqual

APOLOGIES

Shanelle Lowe	SL	Chandler Macleod
Trish Hilkmann	TH	CN

MEETING OPEN: 5.02pm

MEETING CLOSE: 6.24pm

MINUTES

Item	Agenda Item	Details	Actions
1. Welcome Guests and Administration			
1.1	Acknowledgment of Country	JF	
1.2	Confirmation of Previous Minutes	Approved KB Seconded JF	
1.3	Conflicts of Interest	Nil	
1.4	Treasurer's Report	At bank 30/06 \$194.47 At Bank 25/07 \$5561.00 \$5366.00 GST refund received 11/06 \$2541.00 Soqual Inv 1176 17/06 \$2.75 commbizz fee 28/06 \$450 A Campbell Inv 150 28/06 \$6500.00 Soqual Inv 1233 28/06 \$1483.90 WHO Print inv 360444	
1.5	Correspondence	Invitation to Small Bar Awards	
1.6	CN Matters	Update from GL about recruit for ED Team Lead SBR Contestable funding round will open once new ED Team Lead commences. Cap of 5 years' worth of funding taken out of SBR funding conditions. GL mentioned Destination Port Stephens sensory accessibility forum and requested any interest to attend from Board. JM – Acquittals completed and sent to Board for review. With CN for final sign off as at 12/07/24.	
1.7	Matters Arising	Nil	
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 26 new date. 10 businesses locked in the food related to Heat Street sponsored by BIA. Infrastructure at Pacific Park has posed some problems that have been overcome.</p> <p>GL asked ZW to report back on what could be improved for feedback to CN as this is an event space.</p> <p>ZW -Fingers Crossed and Canvas Events won tender for NYE Event discussion seeking ideas from Board.</p> <p>KB requested ZW keep Board updated and EDM can be used to advise members.</p> <p>JF – Asked ZW to share EOIs to send out to connections.</p>	
3.3	Promotion	<p>NM – Soqual Social Media Update. Old BIA page has requested to merge with Love Newy in the hands of FB now as 919 followers could be merged. Goals confirmed with Board for growth strategy.</p> <p>EDM out and open rate of 46% sent to 1550 recipients including members and community on database.</p> <p>Soqual team have been out meeting businesses with positive responses.</p> <p>META ad spend strategy sent to Board prior to meeting</p> <p>NM Proposed idea of a voucher giveaway to boost following quickly.</p> <p>JF suggested buy vouchers from current member database and ensure broad range of businesses included.</p> <p>All Board present agreed \$500 value to be taken from the META advertising funding.</p>	

		NM to provide JM with breakdown of costs from META ad funding of \$6500.00	
3.4	Governance	<p>New Board Members required</p> <p>Shanelle Lowe staying on</p> <p>JF asked KB what is needed on Board. KB advised lack of services eg: legal, accounting, dental etc</p> <p>All to connect with their networks and discuss joining committee can have up to 9 Board members.</p>	EDM to call for new board members using google form
4. General Business			
4.1	Networking Event	KB Would like to collaborate with The Business Centre and hold a member's event with guest speaker.	KB connect with Business Centre for topics and dates.
4.2	Portals	<p>ZW sent Portal details to Board. This is a significant international project. ZW has met with them and discussed costing. Approximately \$500k</p> <p>ZW would be willing to write funding proposals seeking collaborations.</p> <p>KB BIA could not fund but could connect and raise awareness</p> <p>GL suggested sharing details so can be forwarded to relevant people at CN to review and suggest possible funding areas.</p> <p>JF BIA can leverage the idea from seed to fruition organising a presentation to interested sponsors of the project.</p>	ZW send GL details
4.3	RENEW Newcastle	<p>JF met with Marcus Westbury. Pros/cons discussed of former Newcastle project.</p> <p>RENEW Australia CEO meeting and made aware of established infrastructure that is worth tapping into rather than doing independently. Discussed benefits for landlords and tenants. RENEW Aust. Board are keen to partner with someone in Newcastle.</p>	

		<p>JF announced her interest to partner with RENEW Aust. Independent from Board and would apply for SBR Contestable funds this year for 25/26.</p> <p>KB Board needs to think about how to get businesses involved in lead up to Xmas to beautify current vacant premises.</p>	
--	--	--	--

Next Meeting: Aug 21, and AGM date set for Nov 20