



# 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
Kasey Pollard	DT	CommBank
Josh Distefano	JD	Vera Wines
Alissa McCulloch	AM	Community Member
Ram Khatri	RK	Overtime Cafe
Evan Reid	ER	Neo Finance Group
Kathy Sloss	KS	Macleans Books
Lovkesh Asija	LA	Clocktower

## GUESTS

Rebecca Morley	RM	CN
Cr J Barrie	JB	CN
Cr P Johnson	PJ	CN
Cr J Pringle	JP	CN
Lord Mayor Dr R Kerridge	RK	CN
Rebecca Fitzgibbons	RF	Fringe Festival
Zackari Watt	ZW	Fingers Crossed Creative
Rory Gilmartin (via TEAMS)	RG	Service NSW
Kristen Hughes	KH	The Business Centre
Keely Prevett	KP	Soqual

MEETING OPEN: 5.40pm

MEETING CLOSE: 6.35pm

# MEETING MINUTES

Date	10/04/2025
Location	111 Beaumont St Hamilton
Minute Taker	Janice Musumeci

## ATTENDEES

Name	Abbreviation	Business represented
Amanda Hinds	AH	Origin Architecture
Reece Hignell	RH	Cakeboi
Kasey Pollard	DT	Commbank
Ram Khatri	RK	Overtime Cafe
Alissa McCulloch	AM	Community Member
Josh Distefano	JD	Vera Wines
Rebecca Morley	RM	CN
Rory Gilmartin	RG	Service NSW
Cr J Barrie	JB	CN
Rebecca Fitzgibbons	RF	Fringe
Zackari Watt	ZW	Fingers Crossed Creative
Kristen Hughes	KH	The Business Centre
Keely Prevett	KP	Soqual
Sara Charmer	SC	Soqual

## APOLOGIES

Cr P Johnson	PJ	CN
Cr J Pringle	JP	CN
Evan Reid	ER	Neo Finance Group
Lovkesh Asija	LA	Clocktower Cafe
Kathy Sloss	KS	Macleans Books

# MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome – RH Welcome to guest's</b>			
<b>1.1.</b>	Confirmation of Previous Minutes Jan 2025 & Feb 2025	Approved: RH Seconded: AH	Nil
<b>1.2.</b>	Conflicts of Interest	Nil	
<b>1.3.</b>	Budget at Bank:	<p>JM At bank 10/04/2025 \$36,241.51</p> <p>Invoices Outstanding            KD Design Blue Plaque Graphic \$82.50            Soqual Apr – Jun \$6,600.00            Insurances \$3,860.00            Fingers Crossed Creative - \$3,850.00  <b>Total \$14,392.50</b></p> <p>(Please see further breakdown below)</p>	
<b>1.4.</b>	City of Newcastle Matters - RM	<p>NRLW Magic Round – Newcastle hosting the round over a weekend in August 2/3 at Mac Jones stadium. Expecting thousands of visitors in the City. As Hamilton is on the bus route from the stadium Beaumont St will be turned into the NRLW Magic round zone. City activation packs will be given out to interested businesses. Possible opportunity for businesses to have an offer for ticket holders over the weekend. EOI form to be created and sent to businesses.</p> <p>JD to sit on EOI panel.</p> <p>Pressure Cleaning quotes received. Under review and pressure cleaning will take place by EOFY.</p> <p>MCNSW Stronger Together Grant – Small grant opening May up to \$25k. HBA to decide what the project will be for the grant.</p> <p>Global Gathering working group meetings started. Sally Hill Canvas Events meeting with group monthly. This hero event will be Oct long weekend Saturday HBA board involved in working group.</p>	Pass on the MCNSW grant details to Fringe.

		RH - the HBA is not running event but are assisting to encourage businesses to participate and integrate into the event. Feedback from Fringe Feast will go back to Canvas. Donald St to Lindsay St will be activated. Sally Hill invited to next meeting.	
<b>1.5.</b>	Correspondence	Paul Maher Art & Jacinta Fintan Quotes- See Beautification	
<b>2. Items for Discussion and Decision</b>			
<b>3.1</b>	Beautification  Budget \$16,600.00  Spend to date \$6,600.00	<p>\$10k aside for a permanent art installation 2025.</p> <p>Paul Maher has quoted for more mosaic pavement art</p> <p>Jacinta Fintan has quoted for another round of Small Walls project.</p> <p>RH - Two proposals presented to Board and discussed both projects. Discussed the longevity of both projects.</p> <p>Board Voted unanimously for Paul Maher Mosaic Art project. RH AH RK JD AM</p>	JM to advise Paul Maher
<b>3.2</b>	Promotion  Budget \$33,400.00  Spend to date \$15,285.00	<p>Social media management &amp; precinct promotional content.</p> <p>Changed Digital Asset Manager to Soqual effective April 1</p> <p>Keely &amp; Sara from Soqual met the Board discussed the plan for connecting with businesses. Tik Tok account also started. Evan Reid will liaise with Soqual in the future for the Board,</p> <p>RH mentioned ensuring inviting collaborative posts and voice over with subtitles.</p>	

3.3	<p>Economic Development</p> <p>Budget \$40,000.00</p> <p>Spend to date \$7,138.11</p>	<p>Fringe Feast Report – RF &amp; ZW</p> <p>ZW presented report for Fringe Feast</p> <p>All Board present agreed Feast was excellent. Approx. 3.5k in attendance over the event</p> <p>RF To get that number a counter was used as well as density analysis and photography as well as interviewed businesses for estimated numbers in attendance on the night at venues.</p> <p>RF Survey of businesses that participated was sent and results not ready yet. Evidence on the night from participating businesses to trade out of own venue perhaps possible to offer incentives.</p> <p>RH suggested corflute signage outside of businesses with offer for 2026. Mentioned Maitland Council event where Council offered packages for \$50 a small fee to produce signage. This keeps branding consistent. Would love to see this event continue in the future. Feedback from businesses was that the day trade was slightly affected so possibly start earlier next time.</p> <p>ZW suggested BYO licence for next year but not to be advertised. Also possible to expand the event for a second block with more infrastructure. Festoon lighting on trestles and purpose made entry arches could be added. Suggested keeping the long communal table exclusive to Fringe Feast.</p> <p>RF Three of the acts on stage were local artists.</p> <p>AH mentioned this could detract from some businesses.</p> <p>RH to wrap up the EOI will go out for Hawker Markets x 2 next FY. Discussed theming and focus on a nighttime event outside of daylight saving hours.</p> <p>Hawker Markets Dates –August / September for first market.</p> <p>EOI to go out by end April ready for next meeting May 29</p>	<p>ZW to send report to JM for reference to Board</p>
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	<p>Governance</p> <p>Budget \$10,000.00</p> <p>Spend to date \$3,486.00</p>	<p>Insurances due for renewal and invoice to be paid</p> <p>Accounting – Jan Mar BAS being prepared</p>	
<b>3. General Business</b>			
<b>4.1</b>	<p>Service NSW Outreach Survey Results</p>	<p>RG via Teams ran through summary of survey results for Service NSW</p> <p>The businesses surveyed want to be more engaged with the BIA and all are concerned about safety, and foot traffic. Some businesses are interested in part funding to collaborate on events. Refer to the businesses that are willing to collaborate and invite them to a meeting.</p> <p>Cr Barrie mentioned Tim Crackenthorp meeting April 15 following on from community meeting in January.</p> <p>RH expressed that the survey was completed before Fringe Feast and believes a more positive outcome would have been achieved after the event.</p>	<p>BIA to further review responses once report is complete.</p>
<b>4.2</b>	<p>The Business Centre</p>	<p>KH discussed workshop topics and Board / CN to decide start date, venue etc</p> <p>KH asked for timing of workshops and Board suggested day &amp; night. Cyber security &amp; AI to be covered as well as digital marketing. A BDM will be on the street approaching businesses about the workshops for participation. Flyers and face to face.</p> <p>RM Three stages for Business Centre collaborative workshops are a group workshop, smaller digital marketing workshops and one on one digital audits</p> <p>RH suggested introducing Soqual to participants and Hello Hamilton. Possible upskilling of participants that are interested in the future to continue the relationship with The Business Centre.</p>	<p>KH to liaise with JM</p>

		<p>The HBA did try in the past to set up a referral program for new businesses in the precinct. The starting up a new business program is a great assistance to new business owners. Hello Hamilton database can be used to inform about the workshops as well as DM via socials.</p> <p>JM The survey participants that requested training will be approached with a cap of 25 at each workshop.</p> <p>RM The small business commissioner can assist from SERVICE NSW directly with those businesses that mentioned they required assistance.</p>	
4.3	Chair & Vice Chair positions	RH / AH to discuss with individuals between meetings. They will always remain contactable. Asked interested people to contact before next meeting.	

Next meeting May 29

#### Expenditure to Budget Summary to Jan – Mar 2025

<u>EOFY SUMMARY</u>	<u>BUDGET</u>	<u>QTR 1</u>	<u>QTR 2</u>	<u>QTR 3</u>
Beautification	\$16,600.00	\$3,300.00	\$3,300.00	
Promotion	\$33,400.00	\$5,445.00	\$9,840.00	\$7,495.00
Economic Development	\$40,000.00	\$7,138.11		\$27,500.00
Governance	\$10,000.00	\$572.00	\$2,914.00	\$1,893.00
<b>TOTAL</b>	<b>\$100,000.00</b>	<b>\$16,455.11</b>	<b>\$16,054.00</b>	<b>\$36,888.00</b>

#### Expenditure Summary Jan – Mar 2025 Quarter 3

AT BANK JAN 01	<u>\$71,829.51</u>
INCOME	<u>\$1,300.00</u>
SUBTOTAL	<u>\$73,129.51</u>
LESS EXPENSES	<u>\$36,888.00</u>

AT BANK MAR 31    \$36,241.51

#### EXPENSES SUMMARY

BEAUTIFICATION:	
PROMOTIONS	\$7,495.00
ECONOMIC	
DEVEL	\$27,500.00
ATO - BAS	
GOVERNANCE	\$1,893.00
TOTAL	<b>\$36,888.00</b>



Summary Payments Jan – Mar 2025

DATE	AMOUNT	PAYEE	INVOICE/S	PRICE	GST	BEAUTIFICATION	PROMOTION	E.D	GOVERNANCE	
19-Feb	\$253.00	Taggarts	8162	\$230.00	\$23.00				\$253.00	
19-Feb	\$1,640.00	Markey Insurance	10432540	\$1,490.91	\$149.09				\$1,640.00	
20-Feb	\$1,300.00	ATO CREDIT								
3-Mar	\$20,000.00	Fingers Crossed Creative Fringe Feast	HBIA00125	\$27,500.00	\$2,500.00			\$20,000.00		
13-Mar	\$7,500.00	Fingers Crossed Creative Fringe Feast	HBIA00125	split paid				\$7,500.00		
13-Mar	\$895.00	D Marie Photography	20250305				\$895.00			
13-Mar	\$6,600.00	Supply Media	8935	\$6,000.00	\$600.00		\$6,600.00			
							\$7,495.00	\$27,500.00	\$1,893.00	\$36,888.00