



## BOARD MEMBERS

| Name             | Abbreviation | Business represented |
|------------------|--------------|----------------------|
| Wayne Roberts    | WR           | Iona on Robert       |
| Linda Pinkerton  | LP           | Spellbound Botanics  |
| Julie Pike       | JP           | Julie's La Petite    |
| Yianni Moratidis | YM           | Gener8 Printing      |
| Luke Whitby      | LW           | Nourish Health Hub   |

## CN REPRESENTATIVES

|                |    |    |
|----------------|----|----|
| Rebecca Morley | RM | CN |
|                |    |    |
|                |    |    |

## Guests

|                 |    |                 |
|-----------------|----|-----------------|
| Nicole Shelley  | NS | Pepperit        |
| Mitchell Reese  | MR | Curious Legends |
| Deb Austin      | DA | Double Digits   |
| Dana Pichaloff  | DP | Double Digits   |
| Georgia Gaffney | GG | Curious Legends |

MEETING OPEN: 5.34pm

MEETING CLOSE: 7.00pm

# MEETING MINUTES

|              |  |
|--------------|--|
| Date         | 14/10/2024                               |
| Location     | 127 Nelson St Wallsend                   |
| Minute Taker | Janice Musumeci, JM Consultancy Services |

## ATTENDEES

| Name            | Abbreviation | Business represented |
|-----------------|--------------|----------------------|
| Wayne Rogers    | WR           | Iona on Robert       |
| Linda Pinkerton | LP           | Spellbound Botanics  |
| Julie Pike      | JP           | Julie's La Petite    |
| Luke Whitby     | LW           | Nourish Health Hub   |
| Rebecca Morley  | RM           | CN                   |
| Nicole Shelley  | NS           | Pepperit             |
| Deb Austin      | DA           | Double Digits        |
| Dana Pichaloff  | DP           | Double Digits        |
| Georgia Gaffney | GG           | Curious Legends      |
| Michell Reese   | MR           | Curious Legends      |

## APOLOGIES

|                 |    |                     |
|-----------------|----|---------------------|
| Bianca Bartlett | BB | Purple Card Project |
| Cr E Adamczyk   | EA | CN                  |
|                 |    |                     |

# MINUTES

| Item No                              | Agenda Item               | Details  | Actions   |
|--------------------------------------|---------------------------|--|---|
| <b>1. Welcome and Administration</b> |                           |  |   |
| <b>1.1.</b>                          | City of Newcastle Matters | <p><b>Permit Plug Play</b></p> <p>Transport for NSW grant successful application by CN Permit, Plug, Play. This grant offers up to \$500,000 for CN to organise road closures so streets can be used more for events. As part of the grant, CN has identified Nelson Street, Wallsend as nominated area.</p> <p>As part of the grant, we will be looking to provide global Traffic Management Plans, Street Events Guide and physical / non-physical interventions that are needed in that space that could improve the street for events and activations i.e.. lighting, bollards etc. There is more information about the <a href="#">grant here</a>.</p> <p>There are two required milestones that are required by end of November, and I am hoping that the BIA might be able to assist us with please.</p> <ol style="list-style-type: none"> <li>1. The first one is we need to demonstrate support from a minimum of 3 businesses and/or property owners within each of the proposed street locations for an activation or event. I am happy to provide a template, but could I please have an indication from some businesses who may be able to assist us please? If I could</li> </ol> | Letter of Support requested by BIA, Double Digits, RM send to YM for JP to sign off |

|             |                                    |   |  |
|-------------|------------------------------------|---|--|
|             |                                    | <p>have these letters by the end of October that would be wonderful - thank you.</p> <p>2. The second one is we need to deliver internal/external evaluation to inform movement of people throughout the street. We are looking to evaluate the precinct from Monday 21/10/24 through to Sunday 17/11/2024 (4 weeks inclusive) and would ask if business owners could please a template we will provide to monitor movement. All we are asking is if you can fill in the form, CN will collate this altogether after the 4 weeks has ended. We are looking at the survey taking approx. 5-10 minutes every Monday (am), Thursday (pm) and Saturday (am and pm) for a period of 4 weeks. I will have manual copies of reports tonight.</p> |  |
| <b>1.2.</b> | Previous Minutes & Matters Arising | Approved LP<br>Seconded WR  |  |
| <b>1.3.</b> | Conflict of Interest               | Nil   |  |
| <b>1.4.</b> | Budget at Bank                     | <p>CBA SBR Funds Balance to date \$81,402.14</p> <p>Please see below for Quarterly Report for Commbank account.</p> <p>Other Greater Accounts balance<br/>\$1,230.81</p>  |  |

|   |   |  |   |
|---|---|--|---|
| <b>1.5.</b>                                 | Correspondence  | Nil  |   |
| <b>2. Outstanding Actions</b>               |   |  |   |
|   | Nil   | Nil  | Nil   |
| <b>3. Items for Discussion and Decision</b> |   |  |   |
| <b>3.1</b>                                  | <p>Economic Development</p> <p>Budget \$50k</p> <p>Actual Spend to date</p> | <p><b>Wallsend Frights</b></p> <p>MR / GG Wallsend Frights 2024 returns with SBR Contestable funds. Library will be activated for workshops on 26/10 with Wallsend Village hosting main event Oct 31.</p> <p>EDM sent to businesses requesting involvement only one business (LIFELINE) responded. Broad discussion about possible businesses that could be involved.</p> <p>MR - require min. 5 businesses for the Treasure Hunt. Deadline for participation Friday Oct 18.</p> <p>NS- WOW socials can promote event. MR to connect and provide social tiles etc. Ideally send images to Pepperit as the event happens. Asked for copy for Treasure Hunt to create teasers.</p> <p>GG- Discussed marketing for event. NS/LW reiterated material for social stories does not need to be perfect can be sent to Pepperit via phone.</p> <p>GG discussed event details, haunted house, workshops, face painting, Newy with Kids participating in a workshop, roving performers, illuminated puppets, dance element.</p> <p>LP advised Jadi Lee of Nova Dance School has been approached via FB</p> | <p>JM connect PWP events with MR for food van options</p> <p>JM send GG YM email</p> <p>NS post EOI for food vans on socials</p> <p>LP to liaise with MR for market stall</p> |

|  |  |   |  |
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|  |  | <p>messenger (read) to participate with a dance routine but no response.</p> <p>MR has called and left 2 messages for Nova – no response.</p> <p>YM reiterated always using local Wallsend businesses to participate in events.</p> <p><b>Xmas Event</b></p> <p>Double Digits presented Xmas activations.</p> <p>DP Supplier costs have increased Xmas tree out of budget so plan to light up the rotunda area with fairy lights and other decorations to make the rotunda the special place for Xmas. Also, lights at the entrance to Nelson St from Cowper St.</p> <p>Santa to be showcased with the support of NEWFM in kind promotion with 10 minutes of free air.</p> <p>Dec 1 from 6pm Children's Xmas party with Santa for 30 kids. Tickets will be won with details TBA.</p> <p>Asked for Board feedback all Board present approved the concept discussed.</p> <p>Budget was \$12k coming in at around \$14k so DP requested Valentines Day budget to be moved into Xmas.</p> <p>All Board present agreed to \$2k budget from Valentines Day to Xmas and Valentines Day promotion to be cancelled.</p> <p>NS asked for all collateral regarding event. DA will send social collateral to NS</p> | <p>JM pass on document to Board and Pepperit</p> <p>DP to send points to JM to send to Board for any further feedback.</p> |
|--|--|---|--|

|            |  |   |   |
|------------|--|---|---|
|            |  | <p>RM added Councils Xmas promotion campaign.</p> <p><b>LW Newy's Healthiest BBQ</b></p> <p>10am– 12pm</p> <p>Oct 26 Burgers for 160 ppl with all ingredients from suppliers with free event and gift bags. "Talk to Me Bro" to be involved accepting donations.</p>  | <p>RM to introduce to CN marketing team,</p>  |
| <b>3.2</b> | <p>Beautification</p> <p>Budget \$8k</p> <p>Actual Spend to date</p> | <p>\$4,000.00 to be paid to G Ratcliffe not owing from January this is for 2024/2025 maintenance</p> <p>This was not part of budget so will need to be allocated from Economic Development and events.</p> <p>LP suggested trimming School Holiday event.</p> <p>All Board present agreed to reduce \$50k ED budget to \$46k</p>              | <p>JM to send variation of budget to CN</p> <p>JM advise Double Digit of reduction in Events budget</p> |
| <b>3.3</b> | <p>Promotion</p> <p>Budget \$35k</p> <p>Actual Spend to date</p>     | <p>NS -WOW Social Media Update</p> <p>NS presented report that has been sent to Board via email.</p> <p>Summary</p> <p>Sept Oct 24</p> <p>FB Reach 28k up 204%</p> <p>FB Interactions 874 up 58%</p> <p>Instagram Reach 2k up 7%</p> <p>Instagram Interactions 319 up 51%</p> <p>Page Visits 143</p> <p>FB is the best performer for WOW.</p> |   |

|                            |   |   |  |
|----------------------------|---|---|--|
|                            |   | Growth<br>FB Total 6575 New 34<br>Instagram Total 894 New 28  |  |
| <b>3.4</b>                 | Governance<br>Budget \$7k<br>Actual Spend to date | AGM agenda and actions<br>Chair Report given to WR for approval<br>NOM forms received For WR<br>Chair, JM Vice Chair, LP<br>Secretary/Treasurer, YM<br>General Committee, LW<br>General Committee |  |
| <b>4. General Business</b> |   |   |  |
| <b>4.1</b>                 | Meeting Dates                                     | Dec Wed 4<br>Jan – No meeting   |  |
| <b>4.2</b>                 | AGM NOV 11  | Location Change to 127<br>Nelson St Wallsend  |  |

Next Meeting: NOV 11 AGM 127 Nelson St Wallsend



## Quarterly Expenditure CommBank Account

### July – Sept 2024

| <u>CATEGORY</u>      | <u>BUDGET</u>       | <u>QTR 1</u>       |
|----------------------|---------------------|--------------------|
| Beautification*      | \$8,000.00          | \$11,500.00        |
| Promotion*           | \$35,000.00         | \$6,600.00         |
| Economic Development | \$50,000.00         |                    |
| Governance           | \$7,000.00          | \$5,216.36         |
| <b>TOTAL</b>         | <b>\$100,000.00</b> | <b>\$23,316.36</b> |

\* Deliverables Plan budget variation provided to CN

Beautification \$15k

ED \$43K

### July – Sept 2024

|                      |                    |
|----------------------|--------------------|
| AT BANK JULY 1, 2024 | \$444.75           |
| INCOME               | \$111,306.00       |
| SUBTOTAL             | \$111,750.75       |
| LESS EXPENSES        | <b>\$23,316.36</b> |

AT BANK Sept 30

### EXPENSES SUMMARY

|                 |                    |
|-----------------|--------------------|
| BEAUTIFICATION: | \$11,500.00        |
| PROMOTIONS      | \$6,600.00         |
| ECONOMIC DEVEL  |                    |
| ATO - BAS       |                    |
| GOVERNANCE      | \$5,216.36         |
| <b>TOTAL</b>    | <b>\$23,316.36</b> |

### Transactions July – Sept 2024

| Jul 2024 - Sept 2024 |              |                                      |          |             |          |                |            |      |     |            |
|----------------------|--------------|--------------------------------------|----------|-------------|----------|----------------|------------|------|-----|------------|
| DATE                 | AMOUNT       | PAYEE                                | INVOICE  | PRICE       | GST      | BEAUTIFICATION | PROMOTION  | E.D. | BAS | GOVERNANCE |
| 30-Jul               | \$1,306.00   | ATO CREDIT                           |          |             |          |                |            |      |     |            |
| 30-Jul               | \$1,026.36   | Lake Mac BookKeeping Services        | 2352     | \$933.05    | \$93.30  |                |            |      |     | \$1,026.36 |
| 22-Aug               | \$110,000.00 | City of Newcastle SBR Funding CREDIT |          |             |          |                |            |      |     |            |
| 28-Aug               | \$11,500.00  | Flying Spanners Gallery Mural        | W02      | \$11,500.00 |          | \$11,500.00    |            |      |     |            |
| 9-Sep                | \$6,600.00   | Pepperit                             | 5853     | \$6,000.00  | \$600.00 |                | \$6,600.00 |      |     |            |
| 14-Sep               | \$2,730.00   | Markey Insurance                     | 10427591 | \$2,498.56  | \$231.44 |                |            |      |     | \$2,730.00 |
| 14-Sep               | \$850.00     | Markey Insurance                     | 10427592 | \$554.54    | \$55.46  |                |            |      |     | \$850.00   |
| 14-Sep               | \$610.00     | Markey Insurance                     | 10427590 | \$802.55    | \$77.45  |                |            |      |     | \$610.00   |
|                      |              |                                      |          |             |          | \$11,500.00    | \$6,600.00 |      |     | \$5,216.36 |