



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
Dan Taylor	DT	Commbank
Josh Distefano	JD	Vera Wines
Alissa McCulloch	AM	Community Member
Ram Khatri	RK	Overtime Cafe
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
Professor Julie Byles	JB	Community Seniors Festival
Evan Reid	ER	NEO Finance Group
Tess Borg	TB	Fennel & Co Catering
Kasey Pollard	KP	Commbank Hamilton

MEETING OPEN: 5.32pm

MEETING CLOSE: 6.17pm

MEETING MINUTES

Date	27/02/2025
Location	Blind Monk – Private Room
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Amanda Hinds	AH	Origin Architecture
Reece Hignell	RH	Cakeboi
Dan Taylor	DT	CBA
Alissa McCulloch	AM	Community Member
Rebecca Morley	RM	CN
Cr P Johnson	PJ	CN
Cr J Barrie	JB	CN
Zackari Watt	ZW	Fingers Crossed Creative
Evan Reid	ER	NEO Finance
Kasey Pollard	KP	CBA
Julie Byles	JB	Hunter Aging Alliance

APOLOGIES

Josh Distefano	JD	Vera Wines
Cr J Pringle	JP	CN
Ram Khatri	RK	Overtime Cafe
Nicole Somerville	NS	Supply Media
Kathy Sloss	KS	Macleans Books
Rebecca Fitzgibbons	RF	Fringe Festival
CPO Blake Cleary	BC	Police Command

*No apology Lovkesh Asija, Tess Borg

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome – RH Welcome to guests and round the table introductions.			
1.1.	Confirmation of Previous Minutes	Approved: Seconded:	Nil
1.2.	Conflicts of Interest	Nil	
1.3.	Budget at Bank:	<p>JM At bank 26/02/2025 \$71,236.51</p> <p>ATO Credit received 20/02 \$1300.00</p> <p>Invoices Outstanding Fingers Crossed Creative \$25,000.00 Fringe Festival</p> <p>Paid Feb 2025 Inv 8162 Taggarts \$253.00 Inv 10432540 Markey Event Liability Insurance \$1,640.00</p> <p>(Please see further breakdown below)</p>	Nil
1.4.	City of Newcastle Matters – RM /JM	<p>RM - Service NSW Business Bureau survey conducted with around 50 business responses from over 100 approached in the SBR levy paying precinct. Report to be presented to Board before budget planning meeting to assist with decisions around expenditure for 25/26 FY.</p> <p>JM/RM Pressure Cleaning – From Denison St to Train station along Beaumont St and around corners cross streets with high foot CN pressure traffic. Notice of Motion CN biannual pressure cleaning in precinct. First clean should be by EOFY.</p> <p>RH – queried and raised concerns as to why areas outside of the main street within the SBR precinct are not included.</p> <p>J Barrie – intended for high traffic main street areas.</p> <p>RM – mentioned some negative press around the SBR levy in local newspaper and wanted to reassure the volunteer board that the City of Newcastle support their work and their projects and suggested the BIAs promote more about themselves and the great initiatives they are</p>	JM to send HH Update after each meeting and suggested a quarterly update.

		<p>bringing to their precincts with the help of the SBR levy.</p> <p>RM – Permit Plug Play \$75k grant and a second entity has provided another \$90k to host the New Annual Global Gathering event celebrating multicultural performance, food and communities. RFQ for event management services due to go out 3/3/25. Date is secured for Saturday 4th October 2025</p> <p>RH – Asked is there an opportunity to have a conversation in the coming months to have this as an ongoing event annually in Hamilton as part of New Annual. Digging deep / how can we utilise these funds into our reserves to assist with the continuation of such a large scale event.</p> <p>RM – There are conditions around the grants that we need to adhere to i.e. where the event needs to be held etc.. RM to provide advice around reserve funding prior to the budget planning meeting for Board.</p>	
1.5.	Correspondence	<p>Dan Taylor – Resignation from Board effective March 31. Nominating Kasey Pollard from CBA as replacement Seconded by Reece Hignell Emily Griffith – Resignation from Board Haddon Donahugue – Co Owner Northern Star Café Ruth Cotton – Blue plaques ongoing maintenance Cr Barrie - Local Area Police Command – Blake Cleary CPO has notified March 10 PR opportunity in the Plaza.</p>	<p>RH Blue Plaque maintenance TBA to budget planning meeting.</p> <p>RH Responded to Haddon Donahugue via email. Haddon now on database.</p> <p>JM confirm correspondence from CPO for March 10 activities in James St Plaza to be communicated to database</p>
2. Items for Discussion and Decision			
3.1	<p>Beautification</p> <p>Budget \$16,600.00</p>	<p>\$10k aside for a permanent art installation 2025.</p> <p>RH - Paul Maher has contacted RH with one more mosaic pavement quote to be considered at an upcoming meeting.</p>	<p>Mosaic planters unsightly to -be addressed at budget planning meeting</p>

	Spend to date \$6,600.00		
3.2	Promotion Budget \$33,400.00 Spend to date \$15,285.00	<p>Social media management & precinct promotional content.</p> <p>Pepperit name change to Supply Media sent social media report for Jan – Feb 25 prior to meeting.</p> <p>FB From January 25 to February 25, the Facebook content reached 4003 people</p> <p>No of pieces posted to Facebook during this period: 21 posts. Total Interactions: 392.</p> <p>Followers Current: 2,789</p> <p>New Follows: 21, an increase of 5</p> <p>Insta From January 25 to February 25, the Instagram content reached 13431 people. Increase of 5.3%.</p> <p>Followers Current: 3,383</p> <p>New Follows: 62 Jan – Feb</p> <p>No of pieces posted to Instagram during this period: 27. Total Interactions: 837. Increase of 89.4%</p> <p>Community driven content working best. Sydney engagement has grown on Instagram to 15.4% of total Insta audience. Instagram continues to be the primary driver over FB. Majority of audience both platforms female.</p> <p>Outstanding invoices to pay Quarter 3 & 4 total \$10,890.00</p>	

<p>3.3</p>	<p>Economic Development</p> <p>Budget \$40,000.00</p> <p>Spend to date \$7,138.11</p>	<p>3 community events in Deliverables Plan</p> <p>One Hawker Market in Sept 2024.</p> <p>ZW – Fringe Feast update organised basics, hope to have road closure confirmed asap. Verbal approval awaiting formal CN approval.</p> <p>ZW – Flyers to go out to businesses in the zone. Fringe has advised businesses. Met with businesses in the zone and encouraged by feedback. Possible to have a hi vis person in the private carpark near cakeboi for food delivery services like Uber Eats.</p> <p>RH – suggested allocating area in front of bollards where street is blocked and closed.</p> <p>ZW/RH – discussed the logistics for food delivery services. Corflute signage to be created for direction. Could organiser liaise with CN about communicating to the cars that are parked in the street.</p> <p>J Barrie - Queried Road closure time and alcohol service.</p> <p>ZW - 8am until midnight March 15. Risk assessment has covered this issue. Proceeding as if no alcohol licence is present as this is still sitting with the Police. Protocols in place for bad behaviour.</p> <p>AH – Residents advised?</p> <p>ZW – To be done one week before event</p> <p>RH – Asked all Board to be present at the event hope that this is a success and can be an annual event. Suggested another round of discussions with the businesses in the zone. Suggested talking to InForno as they would be keen to be involved.</p> <p>ZW – Suggested POS at the side of the road for all businesses. Teo performance areas in the street during the event.</p> <p>AM – Gave HunterHunter update on promotion concerned about lack of content as it has not been done before.</p> <p>RH/AM – discussed assets and ideas for posts.</p> <p>JM – Have businesses outside of the zone been notified of Feast?</p> <p>RH – Beneficial to communicate to businesses outside of the direct zone. One block either side. Suggest to those businesses some ideas for trading outside on the night.</p>	<p>RM - Suggest template for businesses so consistent details from all to come back to Supply Media/ZW</p> <p>JM Pepperit to liaise with HUNTER Hunter and Fringe as a matter of urgency. JM to e intro.</p> <p>JM TO DO Pepperit voice to camera for Seniors next week and next 2 weeks multiple posts for Feast. Daily post liaising with the businesses in the zone about what they are doing for Feast.</p> <p>JM to send to database refer to ZW/RH for copy. Fringe Feast street only food available if you want to be involved contact Zack.</p> <p>JM advise Supply Media need someone</p>
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	<p>Governance</p> <p>Budget \$10,000.00</p> <p>Spend to date \$5,379.90</p>	<p>Board members to form subcommittee for Fringe Feast – RH, AH,KS</p> <p>Insurances</p> <p>Accounting</p>	<p>on the ground on the night. assets for HBA to own.</p> <p>JM Link Supply Media and ZW each business needs a colab post about what they are doing on the night.</p> <p>ZW to walk one block ither side of the Feast location advising of activation and encouraging participation.</p>
3. General Business			
4.1	Professor Julie Byles / Cr Barrie	<p>111 Beaumont St Activation</p> <p>RH mentioned the temporary pop ups at this site. Discussed the Boards vision for the space and the work the HBA has done working with Councillors and Local Area Police Command.</p> <p>J Byles – Update on Seniors Festival Shine Central thanked Cr Barrie, City of Newcastle and Lions for the furniture and set up. Different themes each day open since Feb 17 for another 2 weeks now.</p> <p>Seniors Festival Expo at Macdonald Jones Stadium Tuesday. Evolving very well.</p> <p>RH – Checked in on the community feedback. Has anyone noticed the change. When people come into the space is there an opportunity for them to buy a coffee at Clocktower Café and Lovkesh could deliver.</p>	<p>JM prompt a remind to Cr Barrie and Fringe to discuss access. Copy RH</p> <p>JM to pass on details of Sabrina at Supply Media request that they go see J Byles at 111 next week.</p> <p>RH Photographer to be organised for Fringe. Quotes to be sourced.</p>

		<p>J Byles – Community loves it, has been well received. J Byles will follow up with Clocktower for coffee orders.</p> <p>RH – Thanked J Byles and Councillors Fringe is moving in after Shine Central to use the space as a green room</p> <p>J Barrie – Reminded Board of the Seniors Expo at Macdonald Jones next Tuesday. Received an email about 111 and any enquiries will need to go to the Real Estate Agent with preference to NFPs until there is a full time tenant found. Knight Frank to do the leasing campaign.</p> <p>JM The Full Circle Collective is interested to discuss tenancy</p>	
4.2	Board Nominations	<p>Evan Reid NEO Finance Group interested in joining Board was a previous Board member and Chair stepping down in 2022.</p> <p>New Board member Kasey Pollard Commbank</p> <p>Dan Taylor Nominated KP</p> <p>RH advised that as we do not have quorum will hold off until next board meeting.</p>	

Next meeting: Budget Planning Meeting March 13th Location 111 Beaumont St Hamilton
Councillors not attending Beck Morley will observe

Expenditure to Budget Summary July 2024– Feb 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	
Economic Development	\$40,000.00	\$7,138.11		
Governance	\$10,000.00	\$572.00	\$2,914.00	\$1,893.00
TOTAL	\$100,000.00	\$16,455.11	\$16,054.00	

Expenditure Summary Oct – Dec 2024

<u>BANK SUMMARY</u>	
AT BANK OCT 1	\$96,387.51
INCOME	
SUBTOTAL	\$96,387.51
LESS EXPENSES	\$24,558.00
AT BANK DEC 31	\$71,829.51
<u>EXPENSES SUMMARY</u>	
BEAUTIFICATION:	\$3,300.00
PROMOTIONS	\$9,840.00
ECONOMIC DEVEL	
ATO - BAS	\$8,504.00
GOVERNANCE	\$2,914.00
TOTAL	\$24,558.00

Summary Payments Jan – Mar 2025

<u>DATE</u>	<u>AMOUNT</u>	<u>PAYEE</u>	<u>INVOICE/S</u>	<u>PRICE</u>	<u>GST</u>	<u>BEAUTIFICATION</u>	<u>PROMOTION</u>	<u>E.D</u>	<u>GOVERNANCE</u>
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							