



## BOARD MEMBERS

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

## CN REPRESENTATIVES

Rebecca Morley	RM	CN
Cr E Adamczyk	EA	CN
Cr D Richardson	DR	CN
Cr C Pull	CP	CN
Lord Mayor Ross Kerridge	RK	CN

## GUESTS

Nicole Shelley	NS	Pepperit

MEETING OPEN: 5.36pm

MEETING CLOSE: 6.18pm

# MEETING MINUTES

Date	15/01/25
Location	127 Nelson St Wallsend
Minute Taker	Janice Musumeci, JM Consultancy Services

## ATTENDEES

Name	Abbreviation	Business represented
Wayne Roberts	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	City of Newcastle

## APOLOGIES

Yianni Moratidis	YM	Genr8 Printing
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## MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome and Administration</b>			
<b>1.1.</b>	City of Newcastle Matters	<p>RM – Last night's Council meeting Notice of Motion approved to improve the main streets with high pressure cleaning at least once 4 years</p> <p>Permit Play Plug Grant update successful for 5 streets including Nelson St. Universal traffic management plan for each of the sites to close roads with more ease. Survey and walk shops conducted in the areas for feedback.</p> <p>Funding will provide: Traffic management bollards to be stored at CN depot, RM ran through the specifications of the bollards and the purpose. Also feature lighting and marquee anchor points for</p>	

		road closure events and 3 phase power at Rotunda.	
<b>1.2.</b>	Previous Minutes	Approved LP Seconded JP	
<b>1.3.</b>	Conflict of Interest	Nil to report	
<b>1.4.</b>	Budget at Bank	Greater Accounts Total Balance - \$1,724.38 Income - \$90 Market Stall Fees  CBA SBR Funds Balance - \$43,231.59  (Refer summary of expenditure below)	
<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>	Economic Development	Events to end June 2025 and budget  JM ran through Deliverables Plan budget to date  WR proposed put the rest of ED funding into Mother's Day event and include small stalls with info for seniors market.	
<b>3.2</b>	Beautification	Nil to report	
<b>3.3</b>	Promotion	NS Social Media report sent to Board prior to meeting. Larger increases on FB specifically.  A lot of profile visits and new followers from people sharing as there is not a spend for extra promotion of page.  Instagram also increasing.  LP advised next markets will be Feb 1 at Rotunda and time change 9am till 1pm. Previously 10am start.  No longer just handmade markets as the stall holders	

		<p>felt the handmade markets are saturated in Newcastle.</p> <p>Wallsend Community Market is the new name.</p> <p>NS will share the event details on WOW.</p> <p>NS asked the board for feedback on socials. General discussion around the type of posts.</p> <p>EDM going very well click through rate is great with around 20% open rate.</p> <p>NS suggested rebranding</p> <p>LP proposed an update of the database and offered her time to conduct this process.</p> <p>RM advised Service NSW will be heading into Wallsend to conduct surveys with their Business Concierge service. Trialling Newcastle at the moment.</p> <p>Suggested pushing Wallsend forward to Feb for a March report.</p> <p>RM Also mentioned City Intelligence Program is being launched in March by CN and will be a great tool for people looking to open new businesses.</p>	<p>JM follow up with Service NSW</p>
<b>3.4</b>	Governance	<p>LW Introduction new member / new owner Drop In Espresso on Nelson St</p>	<p>JM to follow up</p>
<b>4.1</b>	Budget Planning Meeting 25/26 FY	<p>JM Discussion around next budget with focus for events and Board talked through the Xmas activities and community expectations.</p> <p>JM asked NS if we need to consider future budget increase for growing WOW social media.</p> <p>LP proposed using some event budget for Mother's</p>	<p>NS will send proposal for rebranding for Board to consider</p>

		<p>Day to promote socials to grow following.</p> <p>LP queried NS about META advertising. NS explained the benefits of advertising. Suggested \$50 a week for promoting page.</p> <p>Board present agreed unanimously.</p> <p>RM mentioned promoting the SBR contestable funded activations could be promoted via WOW socials.</p> <p>JM asked Board to consider ideas for Budget Planning meeting.</p> <p>WR proposed approaching local art businesses to make a xmas tree for the Board to store.</p>	
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### Quarterly Expenditure Summary FY 24/25

<u>CATEGORY</u>	<u>BUDGET</u>	<u>QTR 1</u>	<u>QTR 2</u>	<u>QTR 3</u>
Beautification*	\$15,000.00	\$11,500.00	\$8,000.00	
Promotion*	\$35,000.00	\$6,600.00	\$6,798.55	\$6,600.00
Economic Development	\$43,000.00		\$20,800.00	
Governance	\$7,000.00	\$5,216.36	\$720.25	\$1,549.00
<b>TOTAL</b>	<b>\$100,000.00</b>	<b>\$23,316.36</b>	<b>\$36,318.80</b>	<b>\$8,149.00</b>

### Quarter 3 Expenditure

<b>AT BANK</b>	
<b>01/01/2025</b>	<b>\$43,231.59</b>
<b>INCOME</b>	<b>\$624.00</b>
<b>SUBTOTAL</b>	<b>\$43,855.59</b>
<b>LESS EXPENSES</b>	<b>\$8,149.00</b>

<b>AT BANK</b>	
<b>30/03/2025</b>	<b>\$35,706.59</b>

### EXPENSES SUMMARY

<b>BEAUTIFICATION:</b>	
<b>PROMOTIONS</b>	<b>\$6,600.00</b>
<b>ECONOMIC DEVEL</b>	
<b>ATO - BAS</b>	
<b>GOVERNANCE</b>	<b>\$1,549.00</b>
<b>TOTAL</b>	<b>\$8,149.00</b>

### Jan – Mar Transactions

Jan-Mar 2025									
<u>DATE</u>	<u>AMOUNT</u>	<u>PAYEE/PAYER</u>	<u>INVOICE/S</u>	<u>PRICE</u>	<u>GST</u>	<u>BEAUTIFICATION</u>	<u>PROMOTION</u>	<u>E.D.</u>	<u>GOVERNANCE</u>
18-Feb	\$624.00	ATO CREDIT							
21-Feb	\$434.00	Lake Macquarie Bookkeepers & Tax	2633	\$394.53	\$39.47				\$434.00
21-Feb	\$1,115.00	Markey Insurance	10432535	\$1,013.64	\$101.36				\$1,115.00
4-Mar	\$6,600.00	Pepperit	8933	\$6,000.00	\$600.00		\$6,600.00		
							<b>\$6,600.00</b>		<b>\$1,549.00</b>