



MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT
ASSOCIATION
ABN 55634039506 | INC ID 1901583

MEETING MINUTES

Date	12 February 2024
Location	MEX Club Mayfield
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Tony Sansom OAM	TS	Community Member
Brett Hyham	BH	Mayfield Mex Club
Allan Jackson	AJ	Beauford Hotel
Aaron Buman	AB	Newcastle Affordable Housing
Bradley Page	BP	Dowling Property Group
Thomas Michel	TM	City of Newcastle
Trish Hilkmann	TH	City of Newcastle

APOLOGIES

Anthony Ross	Hunter Volunteers Centre	Hunter Volunteer Centre
Kath Teagle	Mayfield Medical Connection	
Laurent Martin	City of Newcastle	

MEETING OPEN: 4:39pm
MEETING CLOSE: 5:35pm

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Confirmation of Previous Minutes	<u>Moved:</u> BH <u>Seconded:</u> AB	Nil
1.2	Treasurer's Report	Budget at bank at 12/02/24 \$28,096.81 Social Media has been paused for 2 months due to budget overspend with branding.	.
1.3	Matters Arising	Nil	Nil
1.4	CN Matters	TM resignation from CN and handover and introduction to TH. BIA Ideas Exchange coming up in March date and location to be advised. TS - Welcome to TH and expressed gratitude to TM for his support and professionalism. TS - Also expressed thanks to Janice Musumeci for her service to the BIA. JM - Laurent Martin Project Mgr City Infrastructure at CN will attend April meeting with an update on Local Centre Upgrade.	
1.5	Correspondence	Laurent Martin apologies for today's meeting and a brief outline of local centre upgrade stages. TS - CN must ensure to consult with MBIA at all stages. Suggested session with CN in attendance for consultation with members staged by the MBIA. Alternatively project stages could be viewed at Library or located in windows of vacant shops with reference point for feedback. TM - Mentioned the Safety Audit conducted by the MBIA and previous Chair and Vice Chair heavily involved with Stage 1 consultation. Safety Audit	JM to advise LM and connect with TS. JM send Safety Audit to Board and LM

		handed over to CN and used to assist with planning.	
2. Outstanding Actions			
	Nil	-	-
3. Items for Discussion and Decision			
3.1	Events	<p>Mayfield Day coming up in May.</p> <p>JM/TS – Meeting with Mex Club Feb 20 to discuss future sponsorship of this event.</p> <p>AB – Offered to approach other larger businesses located in Mayfield for sponsorship. Expressed concern at the cost of the Arts Trail ongoing.</p> <p>Mayfield Arts Trail feedback sent to Board prior to meeting for review.</p> <p>TS - Event was bigger than last year with extra activation being Little Festival however recognises that the event is cost prohibitive and needs sponsorship to continue so to be revised in the March Budget Planning meeting. Overall Mayfield Day is more of a solid community event and has better attendance and room for growth.</p>	Events to be reviewed in detail at upcoming Budget Planning Meeting,
3.2	Street Cleanliness	<p>CN approved further small clean of paving near Aldi out of reserves and this to be done Jan 10 in the evening ready for Little Festival Jan 13. This cleaning has been completed.</p> <p>BH/AB – CN attending t pavers in front of Aldi /Priceline on Maitland Rd.</p>	Board to decide on future pressure cleaning at 24/25 FY budget planning.
3.3	Social Media	<p>Pepperit sent 6-month report to Board to review prior to Jan meeting.</p> <p>AB/TS/BP – suggested revisit commitment to social media. BP mentioned it is a useful tool to attract sponsorship with 4800 followers is worthy of some commitment for the precinct as a whole and ran through some recent posts advising engagement.</p>	Social Media to be reviewed at Budget Planning meeting.

		<p>Questions around whether businesses gain real benefit directly.</p> <p>TS – History posts gain attention. Suggested could socials be used just sporadically to promote upcoming events.</p> <p>JM – investigate this with provider but suggested the site would drop off followers feeds altogether deeming it useless.</p>	
4. General Business			
4.1	New Board Members	JM - Please rally all contacts for new board member interest.	JM – send notice to database on a regular basis
4.2	Live Spots	TS – asked the Board to reconsider commitment to small café spots and think about how this program can be reworked. Suggested a larger scale talent showcase at venues with a grand final possibly at Mayfield Day. Or this could be conducted on Mayfield Day alone each year.	
5. Strategic Review and Discussion			
5.1.	24/25 Budget Planning Session	<p>Date set for March 11</p> <p>Items to consider – social media, Live Spots, Events, Pressure cleaning.</p>	All Board to attend

Next Meeting Monday March 11 at 4.30pm – 6pm **BUDGET PLANNING MEETING**