



MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT ASSOCIATION
ABN 55634039506 | INC ID 1901583

BOARD MEMBERS

Name	Abbreviation	Business represented
Tony Sansom	TS	Community Member
Aaron Buman	AB	Newcastle Affordable Housing
Kath Teagle	KT	Mayfield Medical Connection
Brett Hyham	BH	Mayfield MEX
Chris Russell	CR	CIMS
Emma Warren	EW	Love Mayf
Phil Boyd	PB	UBX Training

CN REPRESENTATIVES

Emmily Acton	EA	CN
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GUESTS

Janice Musumeci	JM	Janice Musumeci Consultancy Services
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MEETING OPEN: 5.42pm

MEETING CLOSE: 6.27pm

MEETING MINUTES

Date	13/09/23
Location	MEX Club – Private Room
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Kath Teagle	KT	Mayfield Medical Connection
Brett Hyham	BH	Mayfield MEX
Phil Boyd	PB	UBX
Aaron Buman	AB	Newcastle Affordable Housing
Janice Musumeci	JM	JM Consultancy
Emma Warren	EW	Love Mayf

APOLOGIES

Emmily Acton	EA	CN
Tony Sansom	TS	Community Member
Tony Ross	TR	Hunter Volunteers Group
Chris Russell	CR	CIMS

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1.	Confirmation of Previous Minutes	Approved: KT Seconded: PB	Nil
1.2.	Conflicts of Interest	None	Nil
1.3.	Budget at Bank	At bank \$1524.74	Nil
1.4.	City of Newcastle Matters	Awaiting CN funding invoice requested and sent 05/09	
1.5.	Correspondence	HEG Events budget	
2. Outstanding Actions – Previous Minutes			
		Nil	
3. Items for Discussion and Decision – Subcommittee Reports			
3.1	Events	Events Budget – JM advised budget estimates now over by approx. \$10k. Will need to look at reworking budget from other areas and sponsorships required.	
3.3	Street Cleanliness	Pressure cleaning commenced	
3.4	Live Spots Gigs at Zaaki, Side Pocket, Perry the Feeder, Corner Café CIMS, Onyx and Josie	Roster presented to Board with 60 new gigs commencing 07/10 – 16/12 Arts Trail Jan 13 20/01 – 30/03 Mayfield Day All discussed with Chair TS AB – Expressed concerns about the cost of Live Spots PB/AB– expressed concerns about the large budget for this project and that it is only catered to hospitality. JM – Reminded the Board that is was about supporting artists and businesses as we emerged from covid lockdowns. Also mentioned that this budget was agreed by Board present at Budget Planning meeting and approved by CN. Also reminded Board that feedback for project from artists and businesses was very positive. Suggested review	

4.1	Bingo Retail Comp Proposal – Salice Wireless	<p>Presented to Board. No budget this FY could review closer to EOFY</p> <p>Cost \$4,600</p> <p>EW/AB/KT – Expressed concerns about effectiveness of such a project and that the time that is taken to coordinate could lead to a cost blow out.</p> <p>EW – Suggested could it be done in a smaller area of the precinct as a pilot project.</p> <p>KT – Expressed concerns it is once again only retail focussed.</p> <p>All requested supplier provide more details on where and how this has worked in the past.</p>	JM advise Slice Wireless
4.2	Hunter Coastal Lifestyle Survey Results	<p>Sent to Board prior to meeting 105 responses.</p> <p>Board agreed this is a lot of budget to spend on print media.</p> <p>JM – Reminded Board this was also agreed at Budget planning meeting and approved in Deliverables Plan. However a review may be needed for extra funding for the two major events in precinct as this is more of a direct benefit to community.</p> <p>EW – Posed the idea of a suggestion booth at Mayfield Day</p> <p>JM – Advised Board would need to commit to be present at that event on a rotating roster to ensure the stand was manned at all times.</p> <p>AB – Asked could the survey be post4ed on social media with he 4k followers for free?</p> <p>Board agreed unanimously this was approved.</p> <p>AB – Moved that the budget for print media be paused as the association reviews the event budgets for MAT and Mayfield Day in coming months.</p> <p>JM – Asked Board would they like to defer decision until Chair returns.</p> <p>Board agreed to move forward with decision.</p>	<p>JM advise Pepeprit about social media survey</p> <p>JM – Advise Hunter Coastal Lifestyle</p>

		All Board present agreed unanimously to pause print media spend.	
4.3	Event Budget	<p>HEG sent email to JM with estimated event budgets for 2 major events MAT and Mayfield Day.</p> <p>Estimated cost over the planned \$50k</p> <p>Board discussed the opportunity for HEG to procure sponsorships.</p> <p>JM reminded Board of commitment to include Little Festival in the MAT at a cost of \$11k. Also Board previously agreed to UPNUP community activation during MAT like 2023 estimated cost around \$6k</p> <p>Board agreed unanimously to review budget expenditure to ensure these events are effective.</p>	<p>JM / TS – To review events budget upon his return.</p> <p>JM advise HEG to lock in what is needed for MAT</p> <p>JM – Advise HEG it is part of their agreement to BIA to procure sponsorships for events if required.</p>
4.4	New Board Member Recruitment	<p>JM upcoming AGM require 11 members (including Board to attend)</p> <p>KT has to stand down in May 2024 as 4th year</p> <p>PB, BH, AB, KT will stand again at AGM.</p> <p>EW – Resigned from Board due to other new commitments. All Board wished EW well and hoped to still see her at Mayfield events.</p>	<p>JM – Recruitment drive on social media and database.</p> <p>EW – Will reach out the some of her connections in the business precinct.</p>

NEXT MEETING: OCT 11

AGM REMINDER: NOV 22