

This is Mayfield.

MAYFIELD BUSINESS IMPROVEMENT
ASSOCIATION
ABN 55634039506 | INC ID 1901583

MEETING MINUTES

Date	09/10/24
Location	MEX Club Mayfield
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Brett Hyham	BH	Mayfield Mex Club
Aaron Buman	AB	Newcastle Affordable Housing
Bradley Page	BP	Dowling Property Group
Jason Pridmore	JP	JP & KF Group Pty Ltd
Allan Jackson	AJ	Beauford Hotel
Rebecca Morley	RM	CN
Louise Manning	LM	Hunter Events Group
Brooke Boxell	BB	Hunter Events Group
Tony Samson OAM	TS	Community Member

APOLOGIES

Jason Pridmore	JP & KF Group Pty Ltd
Aaron Buman	Newcastle Affordable Housing

MEETING OPEN: 4.31pm
MEETING CLOSE: 5.37pm

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Confirmation of Previous Minutes	<u>Moved:</u> BH <u>Seconded:</u> BP	Nil
1.2	Treasurer's Report	Quarterly Expenditure Update last page At Bank 09/10/24 \$107,483.04 Outstanding Invoices: Pepperit Quarterly TBA Traffic Management TBA BAS to be paid to ATO TBA	
1.3	Matters Arising	Nil	
1.4	Conflicts of Interest	Nil	
1.5	CN Matters	Onboarding new Councillors and LM Ward 1 Declan Clausen , Peter Gittens, Charlotte McCabe to be invited to every Board meeting.	
1.5	Correspondence	JM responded to Mayfield Dental regarding lighting in Maitland Rd.	
2. Outstanding Actions			
	Nil		-
3. Items for Discussion and Decision			
3.1	Economic Development FY Budget \$50,000.00 Spend to date \$Nil	Mayfield Day –Oct 26 10am to 3pm Approx. 50 Stall holders including a diverse range of food and professional businesses along with regular market stalls. Road closure (6am – 5pm) and Webb Park site plan discussed with Board for feedback. Parking for stall holders discussed. Via email for Board approval. LM requested Board approval of the addition to the event with carnival games and jumping castles with a user pay condition. Board expressed concerns that the event is advertised as FREE and LM	JM refer AB to HEG LM to send extra cost for Traffic Management to Board for approval. TS asked for cost to use the carnival entertainment. BH requested price for BIA to hire

		<p>suggested to promote these items have been added to the day at a cost to the user.</p> <ul style="list-style-type: none"> • Facebook & Instagram Ads started 8 weeks out from the event <input checked="" type="checkbox"/> Within Budget <ul style="list-style-type: none"> ○ 61,808 impressions ○ Will be pumping us cost per day next week to increase traction • Poster Printing & Distributing Complete <input checked="" type="checkbox"/> • Newy with Kids Marketing <input checked="" type="checkbox"/> • Newcastle Live Marketing <input checked="" type="checkbox"/> * We do have \$225 left over expenditure that I will reach out shortly for alternative marketing advertising • Date stickers have been ordered for large signage and received <input checked="" type="checkbox"/> • Media Kit has been sent out to all vendors • Continuous Facebook Discussions will be made with consistent posts 2 weeks prior of event • Posting in local Facebook groups weekly • Media Release will be sent out the week of the event (With Approval) • EDM will be released next week to our database of 12K+ (With Approval) <p>May 10 for Mayfield Day 2025</p> <p>BH Mex Club are providing vouchers to hand out on the day \$5 to visit Mex on the day</p>	<p>carnival entertainment.</p> <p>LM to provide costs to Board via email.</p>
3.2	<p>Beautification</p> <p>See General Business below</p> <p>FY Budget \$10,000.00</p> <p>Spend to date</p>	<p>TS - Ensure no DA outstanding confirm building ownership</p> <p>AB - suggested asking owner/s to pay half, so we get 2 murals in the precinct this FY for the \$10k budgeted.</p>	<p>JM to speak to JF and add EOI to EDM</p>

	\$Nil		
3.3	Promotion FY Budget \$30,000.00 Spend to date \$5,940.00		
3.4	Governance FY Budget \$10,000.00 Spend to date \$352.20		
4. General Business			
4.1	Board Nominations	<p>TS will step down as Chair at AGM</p> <p>Seeking expressions of interest for a new Chair from the Board.</p> <p>The board present agreed to nominate as committee members and decide on positions at following board meeting.</p> <p>NOM Forms to be completed 14 days prior to AGM,</p> <p>New date AGM proposed Thursday Nov 14 at 5pm</p> <p>11 members including Board to be present for quorum for AGM</p>	NOM Forms received for BP, AJ, BH
4.2	Proposal for Mural - Beautification	Jacinta Fintan discussed with a decision to seek further EOI from other artists for other locations to compare as cost is \$10k	

Quarterly Expenditure Update

July – Sept 2024 Expenditure to Budget

<u>CATEGORY</u>	<u>BUDGET</u>	<u>QTR 1</u>
Beautification	\$10,000.00	
Promotion	\$30,000.00	\$5,940.00
Economic		
Development	\$50,000.00	
Governance	\$10,000.00	\$352.20
TOTAL	\$100,000.00	\$6,292.20

July – Sept 2024

AT BANK JULY 1	\$2,719.24
INCOME	\$111,056.00
SUBTOTAL	\$113,775.24
LESS EXPENSES	\$6,292.20

AT BANK Sept 30 \$107,483.04

EXPENSES
SUMMARY

BEAUTIFICATION:
LIVE SPOTS
PROMOTIONS \$5,940.00
ECONOMIC DEVEL
ATO - BAS
GOVERNANCE \$352.20
TOTAL **\$6,292.20**

Transactions July – Sept 2024

<u>DATE</u>	<u>AMOUNT</u>	<u>PAYEE</u>	<u>INVOICE</u>	<u>PRICE</u>	<u>GST</u>	<u>BEAUTIFICATION</u>	<u>PROMOTION</u>	<u>E.D</u>	<u>GOVERNANCE</u>
15-Jul	\$1.65	commbizz fee							\$1.65
23-Jul	\$1,056.00	ATO CREDIT INCOME							
13-Aug	\$350.00	Accountant	MAYBIAJUN24	\$318.19	\$31.81				\$350.00
5-Sep	\$110,000.00	City of Newcastle Income							
12-Sep	\$5,940.00	Pepperit	5852	\$5,400.00	\$540.00		\$5,940.00		
16-Sep	\$0.55	commbizz fee							\$0.55
				\$5,718.19	\$571.81		\$5,940.00		\$352.20