



# Hamilton Business Association Inc.

ABN: 43 576 863 540 | INC ID NUMBER: INC1901585

## BOARD MEMBERS

<b>Name</b>	<b>Abbreviation</b>	<b>Business represented</b>
Reece Hignell	RH	Cakeboi
Amanda Hinds	AH	Origin Architecture
Kate Ellis	KE	Sportspower
Chelsea Willis	CW	YPT
Nick Van Baal	NB	Greater Bank
Josh Distefano	JD	Vera Wines
Alissa McCulloch	AM	Community Member

## CN REPRESENTATIVES

Trish Hilkmann	TM	CN

## GUESTS

Nicole Shelley	NS	Pepperit
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# MEETING MINUTES

<b>Date</b>	Thursday 22/02/24
<b>Location</b>	The Blind Monk – Private Room
<b>Minute Taker</b>	Janice Musumeci

## ATTENDEES

<b>Name</b>	<b>Abbreviation</b>	<b>Business represented</b>
Reece Hignell	RH	Cakeboi
Amanda Hinds	AH	Origin Architecture
Alissa McCulloch	AM	Community
Nick Van Baal	NB	Greater Bank
Chelsea Willis	CW	YPT
Dan Taylor	DT	Commbank
Josh Distefano	JD	Vera Wines
Trish Hilkmann	TH	CN
Nicole Shelley	NS	Pepperit

## APOLOGIES

Cr C Duncan	CD	CN
Kate Ellis	KE	Sportspower
Cr J Barrie	JB	CN
G Lazzari	GL	CN

**Meeting Open:** 5:38pm

**Meeting Close:** 6.58pm

## MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome and Administration</b>			
1.1	Welcome & City of Newcastle Matters	<p>RH - Introduction of T Hilkmann (CN)</p> <p>RH - Last meeting AM new board member Introduction of Dan Taylor to Board DT introduction of his role at CBA Nominated by RH &amp; NB seconded</p> <p>VOTE for DT as new Board member unanimous all board present</p> <p>Board can still have another member KE leaving May at 4-year tenure date</p> <p>TH Working on a date for the BIA Ideas Exchange</p> <p>SBR Contestable Funding Round opening date May/June date TBA</p> <p>Inclusion and Accessibility Committee action request to encourage businesses in specifically Hamilton BIA precinct to have ramps.</p> <p>Accessible Tourism advertised with a publicity campaign. Project would be via SBR Contestable funding.</p> <p>RH Need for a more structured proposal from CN</p> <p>AM mentioned Flare Access</p> <p>RH who is running the CN Instagram webpage. Could TH find RH a contact.</p>	<p>AM connecting TH to Sarah from Flare Access</p> <p>TH to provide CN Instagram page contact to RH</p>
1.1	Confirmation of Previous Minutes	<u>Moved: RH</u> <u>Seconded: AH</u>	Nil
1.2	Conflicts of Interest	JD Crushed Festival HBA sponsorship \$800 for video content creation for the event with the 3 businesses involved. Noted in Conflict of Interest Register	
1.3	Treasurer's Report	Budget at Bank: \$45,606.66	Nil
1.4	CN Address	TH introduction	
1.5	Correspondence	Kristefan Minski - Wesley Mission Matt McMullen CN Parking sensors	CN to provide

			details of install parking sensors to be sent to HBA database
<b>2. Outstanding Actions</b>			
<b>3. Items for Discussion and Decision</b>			
3.2	Social Media Update	<p>NS looking after Hello Hamilton May to Feb Report sent to Board prior to meeting for review.</p> <p>NS and Lily point of contact for Pepperit</p> <p><b>FB</b> reach increased 37% <b>May to Feb</b> 162 posts Interactions of 6400 (90%) increase 25-34 age demographic mostly female mostly Newcastle based 2540 followers with 690 new since May 2023</p> <p><b>INSTA</b> 1.5% reach increase Interactions 100% increase with 6000 35% audience 25-34 age mostly female 645 new followers increase 29%</p> <p>Suggested with events there are giveaways / competitions to promote with donations from businesses.</p> <p>CW Query about performance of new content NS utilising as needed Pepperit team to attend events RH suggested Fringe could invite Pepperit and AH to follow up with Fringe. Good to see positive increases in stats for socials. AH queried how Pepperit receives content RH Pepperit liaise with businesses directly or vice versa if business has hi res images that can be used. Pepperit also visit the precinct and create new content.</p> <p>NS left meeting</p> <p>General board debrief about report and Hello Hamilton socials and Board agree social media management going well.</p>	

		RH moving forward ensure that we copy in ALL involved in events and socials to be sure content is covered.	
3.3	Events	<p>Noodle Market date May TBA PWP quote proposed is \$15k per event</p> <p>All discussion about budget for events 24/25 FY settled on \$40k for 3 – 4 events each year</p> <p>PWP seeking 6-month partnership with sponsors</p> <p>NB will struggle doing 4 markets each year</p> <p>RH winter worked very well last year and summer too hot. PWP need to act urgently to seek sponsorships</p> <p>PWP Awaba Park not suitable as yet due to lack of lighting but for now James St Plaza is most suitable</p> <p>Crushed Festival April 20</p> <p>\$800 allocated for content creation of events. Board present agreed and insisted content involve several businesses in the precinct and shots of Beaumont St that can be used for general social media content to promote precinct.</p> <p>Fringe - CW regularly meeting with Fringe and all Board present agreed Fringe is a good fit for Hamilton precinct. Has been funded with SBR Contestable funding past 2 years and would be good to see Fringe grow bigger in future and continue in Hamilton.</p> <p>AH suggested review Fringe 2024 and approach organiser afterwards for possible SBR Contestable funding round application.</p>	<p>NB to collate information for PWP Events</p> <p>JM Resend IER survey to AH and PWP &amp; Sponsorship Prospectus</p>
3.4	James St Plaza Projector	<p>Kristefan Minski / Wesley Mission Youth Week project in the Plaza</p> <p>Review continuation at budget planning meeting.</p>	<p>JM Details of event sent to Board</p>



3.5	Operation Confidence	<p>JD has officially connected with Local Area Police Command</p> <p>Frequent communication necessary</p> <p>Broad discussion about local community happenings. JD will liaise directly with Police and provide Board with a date for another community/business interaction to take place in James St Plaza.</p> <p>RH requested another group presentation to businesses, but attendance was disappointed.</p> <p>All agreed it is easier for businesses to have Police walk through and connect in precinct rather than business owners attend a meeting.</p>	
3.8	New Businesses	Roladoor is coming back in old location near Train Station	

Next Meeting is Budget Planning Meeting March 14 date change to Thursday March 7 at 5.30pm and location changed to 48 Lindsay St Hamilton