

NEWCASTLE CITY BIA INC.

INC ID NUMBER: INC1901584

MEETING MINUTES

Date	30/4/2020
Location	Zoom
Time meeting opened	1.30pm
Person keeping minutes	Clare Wilkinson

ATTENDEES

Name	Abbreviation	Business represented
Anthony Strachan	AS	3 Monkeys Cafe
Cornelia Schulze	CS	Hunter and Coastal Lifestyle Magazine
Damien O'Brien	DO	Obrien Winter Partners Law
Joe Relic	JR	Coco Skin Laser Health
Karl Mallon	KM	Climate Risk
Leigh Shears	LS	Hunter Workers
Marty Adnum	MA	Out of the square media
Mike Chapman	MC	Colliers International
Also in attendance		
Meg Purser	MP (PCC)	Purser Corporate Communication
Clare Wilkinson	CW (PCC)	Purser Corporate Communication

MINUTES:

Item	Details	Actions
Previous minutes accepted	Approved by AS, Seconded by LS.	PCC to provide to CN.
Welcome	<p>PCC officially handed over Newcastle City BIA meetings to Chair Anthony Strachan now that executive is in place – as per previous meeting.</p> <p>AS welcomed all and commenced meeting.</p>	
Matters arising		
Conflicts of Interest	<p>MA – Potential contractor/supplier Together Not Alone (TNA)</p> <p>CS - As a business that sells advertising space</p> <p>LS is on board of labour hire company and VP of Hunter workers.</p>	MA to stand down from all discussions about funding the TNA project.
Correspondence	DO approach UoN has email from UoN who support architecture and development school.	
Deliverables Plan	Most recent version was drafted (in accordance with previous board meeting) by PCC from template (based upon	

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previous board discussions) and was distributed for input:

Draft 3 last sent 23 April 2020.

Discussions:

- MP: Each project included into Plan is required to have a business plan and budget. Each project must also include appropriate KPIs and must fit under the three areas of promotion, economic development and beautification.
- MP: Timing of approval – 10 to 14 days after submission to CN.
- MP: All projects should total \$100,000 – current numbers are placeholders.
- MP: Projects should be budgeted as close as possible to expected cost with finer details in Business Plan.
- MP: 12 month budget.
- AS: Focus needs to be getting things done quickly and effectively (Covid19).

Informing the planning process:

- KM: Businesses are closing, amount of \$ we are playing with seems trivial compared to other funds, does this give us a bounce opportunity to try to pick up on the rebound, areas that are growing e.g. oversupply lease space, should we try and grab something that's gone down and grab it on the way back up and maximise the \$100,000.
- MA: Newcastle Now surveyed, Should we be surveying people to see where we can assist? Note that survey is in draft Plan.
- KM: Initial brainstorming included business landscape of who we are now, and who we will be in the future. Suggests neighbourlitics looking at home businesses. \$10,000 to invisible home businesses in the area. Perhaps using social media. JR: Last meeting we spoke about using Social Media to engage and contact local businesses. This is a cost effective way to do it. KM: Neighbourlitics does it all better.

KM: Get quote from neighbourlitics for home businesses in BIA area; Also – investigate KPI's quote from Parato or similar company.

All:

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	<p>MP: There is a list who pay the SBR from CN, but it doesn't allow us</p> <ul style="list-style-type: none"> JR: We are making assumptions but having data in our hands helps justify actions especially when \$ is more heavily scrutinised at this time. AS: the more info we have, the better. JR: Speaking to KM bounce back period, if MA project is something BIA contributed to, this could factor in some of these bounce back opportunities. Keep the goals and objectives open. This is how we become a voice. LS: Emailed his recommendations. Would appreciate his feedback. Read his email aloud from 28/4/2020 at 5.49pm. Importance of acknowledging community/volunteers/workers locally. AS: Speaking to MA Together Not Alone, businesses and communities. What are you proposing LS? KM: Significant opportunity to be reflected as its own section/row is nature of Newcastle changing, inner city living and apartments throughout city, and it's turning into 21st century city, which presents economic opportunities, so how do we reflect that in the document. What would make people stay: restaurants, corner shops etc to make inner city living better perhaps \$5-10, 000 allocated for this. Research to be done. <p>MC: Left at 2.09pm.</p>	
<p>NewUsual</p>	<p>MP presented the collaborative BIA led promotion to highlight the BIAs and the work they might do to promote the New Usual in business in the City of Newcastle.</p> <ul style="list-style-type: none"> Campaign \$16,000 for three to four month radio 2NURFM campaign Continued opportunity to work with other BIAs on projects that can improve economic development and communication in future. E.g. CN BisHacks etc Also can inform Together Not Alone 	<p>MP sent project plan to all board members for consideration.</p>

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Together not alone (TNA):

MA:

- TNA formed as a positive initiative: Kindness, Innovation, creativity, celebration, mindfulness.
3 parts: Launch, celebrate and support, rebuild and recover.
Strategy: songs, videos, Feedback positive.
Exposure attempts every 2nd day e.g. Newcastle Herald.
Consistent approach.
Stage 2: theme established.
Roll out multiple stories for businesses to inspire and encourage. Not ads for people. Just stories. Sometimes paper, sometimes online. Some are share worthy, you have to pick your audience. Currently establishing TNA website and FB page. Stories themselves are married up with content where they can be. There is potential – no BIA logo – TBC CN or BIA. Suggests BIA can put stories forward to OOTS as well. Website and Socials being built so it can be reflected on. e.g. Antojitos, Caves beach businesses. TNA is not Newcastle centric. OOTS is just doing whatever they can find. Stories can come from any angle. Must fit decent criteria. Will have website, FB. Story will be rolled out on appropriate mediums. E.g. sometimes NBN, or Herald but not FB. More business related. Is monitored. Is an immediate campaign. NBN, Triple M and Hit Newcastle have already struck a deal with Marty.
Want to run content from city on TV. Each video is 60 seconds to support the campaign plus editorials.
- Investment
 - \$20,000 from Newcastle BIAs,
 - \$4,000 from Wallsend, Mayfield and Hamilton.

MA left meeting.

Issues to be confirmed:

- Branding
- Budget timeframe

No proposal circulated.
Presentation only

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	Board discussion and decision as proposed by KM and seconded by AS: Proposed \$8000 per BIA and encourage other three BIAs to commit the same amount.	
Deliverables Plan	JR wants everything to be above board. As part of BIA sessions moving forward, we need positive interactions with Newcastle Now and others. CS: Left meeting at 3.00pm KM: Left meeting at 3.29pm Board decision: PCC to update draft reflecting all discussions and distribute to all board 1 May 2020.	PCC: Updated Plan to all board members for review and input.
General Business	AS: Effective meeting	PCC: to arrange meeting Monday 4 May to finalise plan.

NEXT MEETING:

Date:	Monday 4 May 2020
Time:	3pm
Location:	Zoom

MEETING CLOSE:

Time meeting closed:	3.30pm
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