

## MEETING MINUTES

<b>Date</b>	Monday 09 November 2020
<b>Location</b>	OOTS: 7/77 Hunter street, Newcastle
<b>Time meeting opened</b>	3.30pm
<b>Person keeping minutes</b>	Clare Wilkinson

## ATTENDEES

<b>Name</b>	<b>Abbreviation</b>	<b>Business represented</b>
Anthony Strachan	AS	3 Monkeys Cafe
Cornelia Schulze	CS	Hunter and Coastal Lifestyle Magazine
Damien O'Brien	DO	O'Brien Winter Partners Law
Joe Relic	JR	Coco Skin Laser Health
Karl Mallon	KM	Climate Risk
Marty Adnum	MA	Out of the square media
Mike Chapman	MC	Colliers International
<b>Apologies</b>		
Leigh Shears	LS	Hunter Workers
<b>Guests</b>		
Meg Purser	MP (PCC)	Purser Corporate Communication
Clare Wilkinson	CW (PCC)	Purser Corporate Communication
Thomas Michel	TM (CN)	City of Newcastle
Gus and Louise Maher	NFM	Newcastle Food Month

## MINUTES:

<b>Item</b>	<b>Details</b>	<b>Actions</b>
Newcastle Food Month – April 2021	<p>Achieved funding for food month from CN. Aims to increase: profile, visitation, and groundwork.</p> <p>Options for business involvement:</p> <ul style="list-style-type: none"> <li>- Signature event: Sat 10<sup>th</sup> April 2021.</li> <li>- Feature events: (from \$300) curated events by local businesses. Made to be an experience different to normal that is a one off.</li> <li>- Plate date (from \$150) – daily meal special. One off. Festive in nature. Made to be an experience different to normal. Competitively fixed price meal. Any meal, any time (this is up to the restaurant). Cost TBC. Price point drives the campaign.</li> </ul> <p>Various promotion to be undertaken to support and prospectus to come next week. Key dates:</p> <ul style="list-style-type: none"> <li>- 15/12/2020: Booking and payment deadline</li> <li>- 15/1/2021: Feature event and plate date details required</li> <li>- 1/2/2021: Website and media campaign launched</li> </ul>	<p>ALL: Board to determine level of engagement.</p> <p>MP: to advise NFM of support but yet to determine support</p>

	<ul style="list-style-type: none"> <li>- 26/2/2021: Event booklet published</li> <li>- 1-30/4/2010: Newcastle Food month</li> <li>- 10/4/2021: Signature event</li> </ul> <p>Overall:</p> <ul style="list-style-type: none"> <li>- Collaboration encouraged</li> <li>- Newcastle Events happy to discuss details with any businesses or participants</li> </ul> <p>Contacts:</p> <ul style="list-style-type: none"> <li>- Gus Maher: 0417 464 556 Gus@huntermvalleyevents.com.au</li> <li>- Louise: 0411 024 638 <a href="mailto:Louise@huntermvalleyevents.com.au">Louise@huntermvalleyevents.com.au</a></li> </ul> <p>BIA Collaboration for consideration:</p> <ul style="list-style-type: none"> <li>- Funding ideas: Perhaps BIA can spend some funds on helping local businesses pay for a 'plate date' option or secure a featured event.</li> <li>- OR; put funding towards data collection to amp up database for Newcastle BIA.</li> <li>- Rick from Soul Harvest could be included to ensure food is not wasted.</li> <li>- Pay it forward idea for plate date.</li> </ul>	
<b>City of Newcastle matters</b> <sup>TM</sup>	<p><b>Engagement event:</b> Further to initial plans by BIA Coordinator Meg Purser to hold a BIA meet and greet (all directors and CN key players) (and post Covid issues) a tentative date of 3 December has been proposed.</p> <p><b>Database:</b> Still waiting on database from CN. Newcastle City BIA has funding allocated to database but how this is to be spent is still being debated.</p> <p><b>Xmas:</b> CN and some of its funded projects provide opportunity for collaboration</p>	<p>MP: Placeholder to all directors</p> <p>TM: confirm CN</p> <p>TM: Pitch for databases within the next month to BIA.</p> <p>TM: advise of opps and how BIA can work to activate city</p>
<b>Governance</b>		
Conflict of interest	Nil	
Previous minutes	Accepted by all	
Matters arising	Nil	
Correspondence	<p>Sheridan from City Lights contestable funding project connected. There will be a Santa photo centre in city. Awaiting more info.</p> <p>Opportunity for BIA logo to be in lights and promoted amidst this.</p>	<p>Sheridan to provide details and social media information for sharing</p>

Budget	2020/2021 SBR funding deposited int Newcastle City BIA bank accounts. All outstanding payments made 9 November.  Successful contestable funding for Live Spots extension project also received.	DM/AS: pay invoices and provide details to PCC for bookkeeping purposes.
<b>Deliverables Plan</b>		
<b>Subcommittee reports</b>		
Project Business Support (CS)	Key reps of all BIAs to meet with Kristin Hughes and Meg Purser for project update 11 November 2020 - key points  <ul style="list-style-type: none"> <li>- Dedicated resource to hit the streets</li> <li>- PR and comms to ensure that wider business community is aware and has opportunity for engagement</li> </ul>	
Live Spots (JR)	Awaiting Service Agreement signed by Fuzion Management.  Event licences in progress with Markey insurance.  Big Picture Fest with Live Spots was successful and with thanks to CS for participation.	MP: Organise a meeting with talent agent and TM when contract is signed.  TM: work with PCC to confirm CN event licence
Foreshore planning (JR)	Nil to report	
Social Media	Key messages in next month:  <ul style="list-style-type: none"> <li>- Business Support</li> <li>- Business Beat</li> <li>- Other information to further inform - Xmas, NFM etc</li> </ul>	
Partnerships (DO)	DO meeting Marcus from UoN. Will update NCBIA at the next meeting.	DO: report back to NCBIA about uni students who can hit the pavement and canvas businesses for contact details and inform about NFM.
NTIG	MA, DO and MP sit into committee and working to enhance further collaboration.  Homestays Holidays to be launched 12 Nov	
Hunter Sustainability Network (KM)	Nil	
<b>General business</b>		

Pavement approach	T-shirts to be made for 'students' who are to canvas the local businesses	MA: to source and suggest
<b>Review: how did we go?</b>	Items for next meeting: <ul style="list-style-type: none"> <li>- Business Plans for all projects that include clear and achievable KPIs</li> </ul>	All: Please review Deliverables Plan and bring along all documents that may have already been developed.

**NEXT MEETING:**

<b>Date:</b>	Monday 7 December
<b>Time:</b>	3.30pm
<b>Location:</b>	OOTS

**MEETING CLOSE:**

<b>Time meeting closed:</b>	5.12pm
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