

CONFIRMED MEETING MINUTES

Date	23/11/21
Location	OOTS
Time meeting opened	4.05pm
Person keeping minutes	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Cornelia Schulze	CS	Hunter and Coastal Lifestyle Magazine
Marty Adnum	MA	OOTS
Taiyo Namba	TN	Nagisa & EWP
Apologies		
Michael Chapman	MC	Colliers
Damien O'Brien	DO	Obrien Winter Partners Law
Thomas Michel	TM	City of Newcastle
Guests		
Janice Musumeci	JM	JM Consultancy Services
Nathaniel Bavinton	NB	City of Newcastle
Sarah O'Mara	SO	Flare Access
Trish Hilkmann	TH	City of Newcastle
Michelle Slack-Smith	MSS	City of Newcastle

MINUTES:

Item	Details	Actions
City of Newcastle matters	<p>CoN NewSkills Project – SO from FLARE ACCESS presented via ZOOM to Board. Training program regarding making businesses more accessible to improve visitation and turn over.</p> <p>NB – Live music programs Locally Made & Played + Live after Lock Out. Smart Henges digital interactive project commencing Dec 10. SBR Funding participant event Dec 1 Range of "how to" guides developing a platform for city e.g. how to set up a small bar, how to plan a community event. If BIAs have a need let NB or TM know. Consider opportunities for content. Also mentioned listing all events we have on CoN website and potential to have new "trails" on the</p>	<p>MA – Suggested a quote to do one on one visitation to businesses and the Bia to assist financially with cost. JM – Follow up with SO</p>

	<p>CoN App. Give feedback to him work o 'themes' and supply copy + photos.</p> <p>TH – Supercars bump in and out update. Discussion around activations and offerings to bring people to the area from outer suburbs.</p> <p>TN: Asked is there any consultation with business owners</p> <p>TH: There will be a business information forum at City Hall. Comms from CoN will go out in January.</p> <p>MA: Query around activations</p> <p>TH: Primary opportunity to bring rest of Newcastle not attending event to visit the CBD.</p> <p>MMS – There are a dozen of activations across the city. Bundling to activate and draw visitors. Playhouse, Civic Theatre, Museum, Curious Legends Olive Tree Markets both days of weekend in Civic Park, Family friendly activities Newcastle West Street party Sunday.</p> <p>MA: Concerned about a gap between Pacific Park + Wheeler Place. Activities must benefit footprint to affected areas East End targeted.</p> <p>TH: Suggested activating the Mall area</p>	<p>TH: Advise date of forum</p>
Governance		
Conflict of interest	nil	
Previous minutes	Approved TN Seconded CS	
Matters arising	nil	
Correspondence	Email from Kevin Coffey querying Food Month eligibility for SBR funding.	Refer TM upon his return
Budget	Balance NA	<p>MA / DO – Get together to pay outstanding</p> <p>DO – Follow up on CommBiz application</p>
Subcommittee reports		

Business Support & new business	nil	
Live Spots	JM – Live Spots Thursday night streams are improving following. Meeting with MC Fuzion and Kellie Mann Monday to discuss new proposal for SBR funding.	
Social Media	<p>CS – Great reach on Hunter Coastal tagged post. Sponsored posts set up. Set up boost for Santa in the City.</p> <p>General discussion around Fresh posts. Not gaining followers or engagement. 3 posts per week. Not enough.</p> <p>JM – Suggested pause and look for another supplier</p> <p>MA – People love stories. Personalise posts with stories about businesses.</p>	<p>CS – To boost & pay</p> <p>JM – Look for quotes for 2022 to manage socials</p> <p>JM – Refer to Straight line Media quote for video content</p>
Events	<p>Xmas activation underway.</p> <p>TN – 500 discount vouchers for Santa to giveaway received with his hard work via EWP and free printing of A6 vouchers via Kwik Kopy.</p> <p>MA – Vouchers purchased by BIA will be kept for a separate promotion in 2022</p> <p>Deliverables Plan requires EOI for Event Organiser next year. 2 contacted need a third to quote.</p>	<p>MA – Produce social tiles</p> <p>TN – Spokesperson for media</p> <p>JM – Send out EOI</p>
General	<p>JM – Evan Sutter standing down from Board until AGM 2022.</p> <p>JM – Proposed extension of time to hold AGM from Dec to Feb. ALL APPROVED.</p> <p>Database – Fresh Marketing commencing December</p> <p>JM - Business Beat – No dates available pre xmas</p>	<p>JM – Send FORM A11 to Dept of Fair Trading.</p>
Review: how did we go?	Efficient	

NEXT MEETING:

Date:	14/12/21
Time:	4.00pm at 77 Hunter St Newcastle
Meeting Closed	5.45pm