

APPROVED MEETING MINUTES

Date	Tuesday 20 July 2021
Location	The Kent
Time meeting opened	4:10 PM
Person keeping minutes	Georgia Hughes

ATTENDEES

Name	Abbreviation	Business represented
Evan Reid	ER	Commonwealth Bank
Janice Musumeci	JM	July Jones Style Studio
Rob Burton	RB	Beaumont Street Newsagency
Sandra Maloy	SM	QS Books
Kate Ellis	KE	Sport Power
Kellie Mann	KM	Lotus Fashion
Reece Hignell	RH	Cake BOI
Amanda Hinds	AH	Community Rep
Apologies		
William Maynard	WM	The Kent Hotel
Guests		
Georgia Hughes	GH (PCC)	Purser Corporate Communication
Thomas Michael (VIA Microsoft Teams)	TM (CN)	City of Newcastle
Dana Pichaloff	DP	Double Digits Marketing
Deb Austin	DA	Double Digits Marketing
Louise	L	Hunter Events Group
Kate	K	Hunter Events Group

MINUTES:

Item	Details	Actions
City of Newcastle matters	<p>Tender for BIA Service Provider closed, currently in the process of choosing next service provider.</p> <p>Deliverables Plan due</p> <p>James Street Plaza Update JM: Weeks away from completion Newcastle Weekly, promotion with Lord Mayor and Carol Duncan</p> <p>Speak with Mitchell to set up launch event in August.</p>	<p>TM: Speak with CN Comms team to coordinate event.</p>
Governance		
Conflict of interest	nil	
Previous minutes	<p>19/05/2021</p> <p>Accepted by all</p>	

	Approved: RB Seconded by: JM	
Matters arising	nil	
Correspondence	nil	
Budget	Remaining funds: \$32.62	
Subcommittee reports		
Live Spots	JM: Has picked up 2x Live Spots Banner	
Business Support: New businesses in precinct	nil	
Social Media	nil	
Small Business Workshop	nil	
General business	<p>Strategy to ensure every business is receiving HBA Newsletter. Collect a database of business emails to send a digital copy.</p> <p>JM & ER: Presented to Economic Development team regarding Weekly Markets in James Street Plaza. Homegrown Markets</p> <p>JM: To put in an EOI to City of Newcastle, Homegrown to manage markets.</p> <p>Letters of support from the community, figure out any conflicts of interest, ensure that it does not take away business from any local businesses.</p> <p>Double Digits Presentation (Event Coordinator for HBA)</p> <p>Introduction to Double Digits</p> <p>Overview of what they have done for HBA over 2020/2021.</p> <p>How they match the criteria of the event coordinator. All the businesses who they have connected with.</p> <p>Working with media, keeping within the scope of council.</p>	

	<p>RH: Friday Frenzy project to be headed by Reece</p> <p>Idea of Friday Frenzy to activate HBA with businesses and improve HBA's social media.</p> <p>Interact really well with businesses, approach a business and give them money to run a giveaway.</p> <p>To be run fortnightly.</p> <p>Louise and Kate Hunter Events Group</p> <p>Presantation – HBA Event Coordinator</p> <p>Idea – All things lead to home</p> <p>Bringing Christmas to Hamilton:</p> <p>Showcases various businesses within Hamilton, Christmas presents.</p> <p>Elf on the Shelf: Competition to find which business has Elf on the Shelf. Toy donation</p> <p>Board approved for Double Digits Marketing to be the event coordinator 2021/2022</p> <p>SM: Met with council and Men's Shed regarding Food Pantry</p> <p>Men's Shed and Uniting Church looking at being drop off/pick up spots.</p> <p>From HBA: Help with volunteers, and speaking with businesses to volunteer staff, support and promote on social media and to businesses</p>	
<p>Review: how did we go?</p>	<p>Very Successful.</p>	

NEXT MEETING:

<p>Date:</p>	<p>Tuesday 17 August 2021</p>
<p>Time:</p>	<p>04:00 PM</p>
<p>Location:</p>	<p>The Kent Hotel</p>

MEETING CLOSE:

<p>Time meeting closed:</p>	<p>06:05 PM</p>
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