



MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT ASSOCIATION
ABN 55634039506 | INC ID 1901583

BOARD MEMBERS

Name	Abbreviation	Business represented
Chris Arnold	CA	Arnold Property
Amy Baldwin	AB	Sidepocket Espresso
Warren Pulbrook	WP	Brook Motors
Kath Teagle	KT	Mayfield Medical
Reece Hignell	RH	Community Member
Tony Sansom	TS	Community Member
Craig Robinson	CR	Community Member
Brett Hyham	BH	Mayfield Mex

CoN REPRESENTATIVES

Thomas Michel	TM	CoN

BIA REPRESENTATIVES

Janice Musumeci	JM	BIA

GUESTS

MEETING OPEN: 4:45pm

MEETING CLOSE: 6:20pm

MEETING MINUTES



Date	Tuesday 22 March 2022
Location	MEX Mayfield
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Chris Arnold	CA	Arnold Property
Warren Pulbrook	WP	Brook Motors
Kath Teagle	KT	Mayfield Medical
Tony Sansom	TS	Community Member
Amy Baldwin	AB	Sidepocket Espresso
Brett Hyham	BH	Mex Club
Janice Musumeci	JM	BIA

APOLOGIES

Reece Hignell	RH	Community Member
Craig Robinson	CR	Community Member
Thomas Michel	TM	CoN

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1.	Confirmation of Previous Minutes	Moved: WP Seconded: CA	Nil
2. Outstanding Actions CA Follow Up with CommBank for ID access to account			
2.1	CoN Matters	TM Following up removal of painted bin for BIA	Nil
2.2	Governance	<ul style="list-style-type: none"> Conflicts of Interest – None Matters arising Budget \$82468.15 at bank Invoices to pay HEG \$5318.50 Slice Wireless \$1298.00 Sneddon Graphics \$82.50 Approved WP Seconded AB Correspondence: Evan Sutter – Happiness Project has been closed Dept of Fair-Trading notification regarding late lodgement of Fin Report for Association 2020 Fee \$87 	NIL JM – Follow up with ES for branded material return JM- Lodge previous years Fin Report
3. Items for Discussion and Decision			
3.1	Subcommittee Organisation	a. Events – MEX CLUB sponsorship of Mayfield Day confirmed \$500 b. Live Spots – JM reported Live Spots failing due to supply of talent. Originally the \$50 targeted young emerging artists with the partnership with ATWEA. ATWEA have advised no students to participate. Fuzion Management has experienced musicians and they are not keen to perform for \$50 now that covid restrictions have lifted. Also locations are weather dependant and no luck with this rain. CA – Move location to a business with cover. Promote the business and motion to pay experienced musicians more. CA Motion to pay Live Spots musicians \$200 for 2 hour performance + booking fee \$50 Approved WP Seconded KT 6 week schedule as a trial	JM – Send invoice to Club from BIA and get MEX CLUB logo to be passed onto HEG for all material. JM – Advise Fuzion Management advise Board of first in venue performance to attend. JM – Advise Fusion to set up 6 week schedule and advise Board so they have option to attend

		<p>c. Social Media – Good engagement with posts. JM proposed changing name to Mayfield BIA to raise more awareness. Board preferred to remain as Mayfield Business Collective.</p> <p>d. Street Art – AB has 2 keen artists. Need to find the spaces to be beautified. Priceline co owned 1 owner approved so far.</p>	<p>JM – Rewrite about us info for FB to promote BIA and SBR levy</p> <p>AB – Refer to ALDI for approval to beautify large box in carpark.</p>
General Business			
4.1	Food Month	<p>Food Month booklet presented to Board with one page advert for Mayfield the highlight.</p> <p>TS – All promotions should be quantified with a call to action</p>	<p>JM – Ask NFM if the online version can promote the new BIA social media comp via email</p>
4.2	HunterHunter Advertorials	<p>CA – advised first article approved and ready to publish</p>	
4.3	Videos for Small Business	<p>- Slice Wireless to tie in with videos / voucher purchase for socials. Attend the 10 businesses and ask if they would like to participate in video promotion when purchasing vouchers.</p>	<p>KD – Send EOI to BIA</p>

4.4	Banners on Ausgrid poles refresh proposal	- Cr Clausen lobbied to have the tattered banners removed and a job has been logged.	
4.5	Voucher Giveaway Promotion	CA - liaising with Slice Wireless and 10 businesses chosen for competition on socials. \$100 voucher purchased per business. 3-4 day comp per week. Purpose to promote the businesses and increase foot print for Mayfield on socials with eh call to action "tag a friend and like the page to enter" KT - Could the winner be the person with the most tags wins -	JM - Refer KT request to SliceWireless
4.6	Lighting	TS - Success with logging job with Ausgrid. 5 logged with responses to all	
4.7	Rotary	CA - Rotary quote up to \$5k per year for graffiti removal and street pressure cleaning CA - Motion Rotary should invoice BIA quarterly. Approved TS Seconded BH	JM - Email Cr Clausen for details on maintenance of nature strips and hard waste pickups in precinct.
4.8	Board Contact	BH - Requested all board contact details	JM - to send to BH

NEXT MEETING:

- BIA Deliverables Workshop Wed 20 April 4pm - 6pm
- Board Meeting 17 May 2022 4.30pm MEX CLUB