

Hamilton Business Association Inc.

ABN: 43 576 863 540 | INC ID NUMBER: INC1901585

BOARD MEMBERS

Name	Abbreviation	Business represented
Reece Hignell	RH	Cakeboi
Amanda Hinds	AH	Origin Architecture
Kate Ellis	KE	Sportspower
Sandra Molloy	SM	Q's Books
Rob Burton	RB	132 Newsagency
Amy Cook	AC	Neighbourhood Barber
Chelsea Willis	CW	YPT
Neil Van Baal	NB	Greater Bank
Mara Draper Lang	ML	Son of a Gun

CN REPRESENTATIVES

Thomas Michel	TM	CN
Cr C McCabe	CM	CN
Cr J Barrie	JB	CN

GUESTS

Janice Musumeci	JM	JM Consultancy Services
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MEETING OPEN: 5:40pm

MEETING CLOSE: 6:44pm

MEETING MINUTES

Date	29/11/22
Location	Blind Monk – Private Room
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Reece Hignell	RH	Cakeboi
Amanda Hinds	AH	Origin Architecture
Sandra Molloy	SM	Q's Books
Rob Burton	RB	132 Newsagency
Nick Van Baal	NB	Greater Bank
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APOLOGIES

Kate Ellis	KE	Sportspower
Chelsea Willis	CW	YPT

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1.	Confirmation of Previous Minutes	Approved: Sandra Maloy Seconded: Amanda Hinds	Nil
1.2.	Conflicts of Interest	Xmas giveaways for social media were decided by Crave Media to approach those businesses with larger following on socials to ensure better reach and more followers for HH. An EOI was sent to those businesses to respond to participate. \$100 vouchers purchased by the BIA with 12 businesses for the 12 days of xmas promotion on social media. Neighbourhood Barber was approached before being a Board member Cakeboi participated as the largest following of any business in area. Coffee Vouchers purchased by Association to be given away by Santa during 12 days of xmas promotion. Cakeboi approached by Crave Media RH declared interest. Board approved.	Noted in conflict of interest register
1.3.	Budget at Bank:	At bank \$58,488.10 JM delivered report on actual spend to planned budget on Deliverables Plan. Beautification Budget \$10k Actual \$4,704 Economic Development Budget \$47k Actual \$19,514 Promotion Budget \$38k Actual \$20,583 Governance Budget \$5k Spend \$1k	Nil
1.4.	City of Newcastle Matters	Thomas Michel introduction and explanation of his role and involvement as support for the Association for our new board members. Thanks Association for the letter of support for CN submission of grant to NSW Govt for \$100k grant to assist with graffiti removal. Reminder of the Customer Request Form and its purpose and ease of use Confirmed receipt of SBR out of rounds submission by Paul Maher to complete the final 2 mosaic pavement artworks in street. Xmas activation can confirm use of the vacant shop front at Municipal Building. JB Advised of attendance of Ward Councillors at multi agency meeting	Nil RH asked JB and CM to report back to

		Nov 30 to follow up discussions and actions to address anti social behaviour in the precinct.	Board at next meeting.
1.5.	Correspondence	RH reported Paul Murphy's correspondence regarding cleanliness of Beaumont St	TM Suggested Assets & Facilities Mgr to attend upcoming meeting
2. Outstanding Actions			
2.1			
3. Items for Discussion and Decision			
3.1	Subcommittee Report: Beautification	RH Explained to new members that RB looks after beautification. All looking good at the moment. Reminder EOI for new businesses to have greenery to be sent as requested.	RB
3.2	Subcommittee Report: The Local	SM Local promoting Xmas activation with colourful full page advertorial. RH: Suggested Sandra send monthly updates to the database to ensure local members are being informed of monthly outcomes.	SM/JM collaborate on monthly database email to members following meetings.
3.3	Subcommittee Report: Blog	CW absent	
3.4	Subcommittee Report: Business Breakfast Club	RH Confirmed the next Breakfast Club will be February 2023. KE absent to discuss any further	
3.5	Subcommittee Report: Xmas	AH - Xmas activation Nov 29 - Dec 10 Flyers, posters social media giveaway commenced. Local charity involved with gift wrapping station. Attendance at weekly zoom meetings with HEG. Information drop on foot by HEG last week. RH Coffee vouchers will be randomly given out at activation to encourage footfall along the street. Live Spots music acts performing for activation. NEW Live Spots project manager is very proactive.	JM send members database breakdown of xmas activation
4. General Business			
4.1	James Street Lighting Update	Voted at last meeting to support ART THINKING proposal to source new content and manage the projector activations in lieu of Markets in the plaza.	Nil

		<p>Currently seeking content on a 3 month trial. Curious Legends have a project and are liaising with Art Thinking.</p> <p>RH asked Bord for assistance in communicating with Art Thinking.</p> <p>M Volunteered</p>	
4.2	Social Media Update	<p>RH delivered details from Crave Media social media update. HH up to 200k impressions, HH tag well used. Influencer campaign suggested by Crave Media for Board to consider in the next year.</p>	JM send soft copy of report to all Board
4.3	Street Cleaning	<p>Rh referred to correspondence from Paul Murphy of Churchills Carpet Court.</p> <p>RH has received a daily, weekly monthly cleaning schedule from CN. It has been suggested that this is not happening.</p> <p>JB Acknowledged an email from CEO that there was one Friday missed recently due to covid infection in the team</p> <p>RB/ ML/ RH Agreed as they start business earlier than a lot of others they see and acknowledge the cleaners . RB reported he ahs a good relationship with one of the cleaners and they take pride in their work.</p> <p>SM - If this is being done how can the BIA respond? Suggested that as business owners open shops the street is clean and as the day goes on it gets dirty that cannot be helped.</p> <p>RH Reminder Customer Request Form and to educate about its availability and use. Also proposed invite the appropriate person from CN department Waste Services to next Board meeting to address. Also moved a motion of same.</p> <p>Approved RH</p> <p>Secoded RB</p> <p>TM explained possibly 100's of requests received via the app each week</p> <p>RH Agreed the app does work if used</p> <p>NB Need to educate business on how to use app</p> <p>ML Flyer to businesses is a good idea as so many emails received.</p> <p>RH in discussion with CN to create digital content on how to report issues on the app</p> <p>AH suggested the cleaning schedule could also be promoted</p>	JM/TM to follow up invitation

4.4	Newcastle Food Month Proposal	<p>RH reminded Board he sent the NFM proposal around for consideration prior to this meeting.</p> <p>Presented NFM April 2023 proposal to Board to support 2023 NFM with BIA sponsorship to ensure Hamilton is included. NFM offer a 50% discount to businesses who want to promote a plate date for the month plus advertorial about Hamilton as a dining destination if BIA support with \$2k sponsorship.</p> <p>ML – Suggested NFM too exclusive for our precinct possibly not the right fit and not a good connection to the broader event. Not enough businesses sign up its not worth the investment.</p> <p>TM/JM – Suggested further investment in Fringe Festival as they have most of their events in the Hamilton precinct in March. This is held over the Supercars weekend and would appeal to those locals who are not interested to attend the CBD event,</p>	<p>RH to go back to NFM events team advising if they can sign up at least 9 businesses for plate dates first the BIA will support.</p>

NEXT MEETING: Thursday January 19 at 5.30PM