



MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT
ASSOCIATION

ABN 55634039506 | INC ID 1901583

BOARD MEMBERS

Name	Abbreviation	Business represented
Tony Sansom	TS	Community Member
Chris Russell	CR	CIMS Café
Brett Hyham	BH	Mayfield MEX Club
Kath Teagle	KT	Mayfield Medical Connection
Aaron Buman	AB	Newcastle Affordable Housing
Emma Warren	EW	LoveMayf Instagram
Phil Boyd	PB	UBOX Training
George Mavridis	GM	Woolworths

CN REPRESENTATIVES

Thomas Michel	TM	CN

GUESTS

--	--	--

MEETING OPEN: 4:45pm

MEETING CLOSE: 5:55pm

MEETING MINUTES

Date	11 April 2023
Location	MEX Club Mayfield
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Tony Sansom	TS	Community Member
Brett Hyham	BH	Mayfield MEX Club
Emma Warren	EW	LoveMayf Instagram
Chris Russell	CR	CIMS Café
Kath Teagle	KT	Mayfield Medical Connection

APOLOGIES

Phil Boyd	PB	UBOX Training
George Mavridis (no apology received)	GM	Woolworths
Aaron Buman (no apology received)	AB	Newcastle Affordable Housing
Thomas Michel	TM	CN

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Welcome and Introduction	Nat Allen has resigned from the Board. Anthony Ross to join Board at next meeting.	Nil
1.2	Confirmation of Previous Minutes	Moved: Kath Teagle Seconded: Chris Russell	Nil
1.3	Conflicts of Interest	EW expressed interest in quoting to look after MBIA social media.	Nil
1.4	Treasurer's Report	Budget at bank \$34,587.55	Nil
1.5	Correspondence	Nil	Nil
2. Outstanding Actions			
	Nil	-	Nil
3. Items for Discussion and Decision			
3.1	Subcommittee Report - Live Spots	<p>TS has negotiated with Gavin Aubrey from Council to enable LIVE SPOTS artists to perform out the front of businesses on footpath without a licence the following strict guidelines:</p> <ul style="list-style-type: none"> • No loud offensive music • 1.5m from front of business • Must not impede pedestrians • Public Liability of MBIA covers performance • Must not take busking money as being paid by MBIA <p>Broad discussion about Live Spots and report presented to Board from Talent Manager Gabe Argiris with positive feedback from businesses and artists.</p> <p>EW mentioned in her discussions with businesses they did not know what Live Spots was and wanted the social media posts the day before to enable them to promote the gig for following days trade.</p>	JM to arrange with Gabe Argiris & social media partner.

		<p>Board agreed to the following:</p> <ul style="list-style-type: none"> • EW to liaise with Gabe Argiris in future for Live Spots locations and social media posts; • Cost of duos and bands too high; • Duos only with Board approval for events max \$200 for soloists preferred; • Locations to be from Mayfield East to Mayfield West along Maitland Rd; • Artist must mention performance sponsored by Mayfield Business Improvement Association as part of the Live Spots Program; • Posters to be reviewed – JM advised this is being done via NCBA. 	<p>JM to advise Gabe Argiris</p>
3.2	<p>Subcommittee Report – Beautification</p>	<p>Board was sent BIA Funding Application by Playstate for large mural on corner of Roe St & Maitland Rd.</p> <p>Board voted in favour (<i>all but Aaron Buman approved in person sending his vote via email</i>).</p> <p>Playstate will complete the mural in school holidays between July 1 – 16th 2023 and promote the project via traditional and social media to bring people to the area, positioned as a winter live painting exhibit. The mural will also deter graffiti on the wall. Cost \$9300 incl GST.</p>	-
3.3	<p>Subcommittee Report – Events</p>	<p>Mayfield Day options to be voted by Board</p> <ol style="list-style-type: none"> 1. Craft Station for children’s entertainment extra \$1552 – Vote unanimous all present 	<p>JM to advise Hunter Events Group.</p>

		<p>2. Social Media spend to promote events \$1000 – Vote unanimous all present</p> <p>3. Hire marquee and tables and chairs with umbrellas \$2860 – Vote unanimous all present</p> <p>Little Festival – Board received BIA Funding application and presentation for Little Festival to be part of Mayfield Arts Trail in Jan 2024. <i>Funding approved unanimously all board present \$10k to be included in 23/24 Deliverables Plan.</i></p>	
3.4	Subcommittee Report – Social Media	<p>JM advised EOI for new Digital Asset Partner is completed and being sent to Slice Wireless, The Society Creative and SocialHaus.</p> <p>EW expressed her interest to apply and will stand down from Board immediately should she proceed.</p>	
4. General Business			
4.1.	Street Cleanliness	<p>TS will follow up with Mayfield Mcdonalds franchisee about rear carpark clean up and any other businesses with frontage in need of repair. Will also continue to report issues with footpaths to CN directly.</p> <p>TS would like to ask CN if they will take over maintenance of 5 x pot plants at 150 Maitland road Mayfield as current BIA asset and all agreed BIA should not own assets due to ongoing issues with maintenance.</p>	<p>TS to follow up with McDonalds franchisee</p> <p>JM letter to CN regards taking over pot plants.</p>
4.2.	Hunter Coastal Lifestyle	<p>TS discussed with Board about continued promotion in Hunter Coastal Lifestyle magazine. Broad discussion about the articles and May edition. TS asked HCL to put a</p>	

		<p>QR code in article with survey questions provided to seek feedback on what is missing in Mayfield.</p> <p>Board agreed this will help quantify readership of article and provide interesting feedback about precinct. Continuation of print media promotion of precinct to be discussed in Deliverables Planning Workshop.</p> <p>CS – Donated 2 x \$100 vouchers for CIMS Cafes. The Board are thankful for his generosity.</p> <p>TS Proposed budget of \$500 to purchase vouchers from Mayfield Businesses and use as incentive to complete the survey. <i>All board present unanimously in favour.</i></p>	
4.3.	CN Pressure Cleaning	<p>JM advised Board that recent addition made by CN to the SBR Expenditure Policy to include opt in for BIA precinct to have water pressure cleaning along main area of precincts.</p> <p><i>Vote all board present unanimous opt in</i></p>	<p>JM sourcing quotes will be a 12 month contract direct with CN. TS to meet with providers in the precinct to provide information of location required to be cleaned</p>
5. Strategic Review and Discussion			
5.1.	Governance / Efficient Board Meetings - TS	<p>TS - disappointment with attendance last month. Please ensure apology is given in advance if not able to attend meetings. Will review Constitution legalities for Board members not giving apologies at all. Need active Board members for efficient and effective Board Meetings.</p>	-