

## **APPROVED MEETING MINUTES**

Date	16/11/21
Location	55 Hanbury St Mayfield
Time meeting opened	4:30PM
Person keeping minutes	Janice Musumeci

## **ATTENDEES**

Name	Abbreviation	Business represented
Warren Pulbrook	WP	Brook Motors
Kath Teagle	KT	Mayfield Medical Connection
Reece Hignell	RH	Community Member
Amy Baldwin	AB	Sidepocket Espresso
Ashlea Dowden	AD	Mayfield Florist
Apologies		
Thomas Michel	TM	CoN
Chris Arnold	CA	Arnold Property
Guests		
Janice Musumeci	JM	JM Consultancy Services
Evan Sutter	ES	Hapzly
Kerry Dowling	KD	One Small Planet

## **MINUTES**:

Item	Details	Actions
City of Newcastle matters		
Governance	Acknowledgment of Country – KT Welcome new Board Member – Amy Baldwin	
Conflict of interest	nil	
Previous minutes	Accepted by all.	
	Approved: RH	
	Seconded by: KT	
Matters arising	nil	
Correspondence	nil	
Budget	\$88,251.59 CR	
	GST Refund \$572 due	
	CoN \$1975 Live Spots licence fee 6 months	
	Gener8 Print \$150 Live Spots banner	
Subcommittee reports		



Live Spots	JM – Live Streams on FB every Thursday night indefinitely. Live Spots commenced Thursday & Saturdays (weather pending) in Victoria St and PA & Banner stored at Stag & Hunter	
Business Support: New businesses in precinct	nil	
Social Media	KD – Gained admin control of THIS IS MAYFIELD 2304 page and is posting regularly since Nov 4	
	Report on engagement	
	Post Reach 5559	
	Post Engagement 2972 increase of 242%	
	Page Likes 20	
	Page Followers 21	
	Name change to Mayfield Business Collective not accepted by FB.	
	VOTE: Start fresh page with new name and notify the change in a post to This is Mayfield2304 followers.	KD – Post to notify change and set up new page with new name.
	WP,RH,AD – AGREED TO CHANGE	JM – Assist with details about the BIA for FB page
	RH: Explained how Hello Hamilton works under his management.	KD – Connect with RH for ideas
	RH / KD– Discussion around commenting on posts and improving engagement with businesses by tagging.	exchange to improve page and posts
	KD: Focus posts on small and larger business eg: include petrol stations, supermarkets, and the like.	
	ALL: Agreed all are paying the SBR levy and must be included equally.	
	RH: Suggested some in stories and watching to promote any charitable activations that the big businesses are doing.	
	KD: Creating a database for the BIA up to 200 businesses will pass on once complete	



	KD- Graphic Designer required for social tiles and branding.	
	AB – Has a local contact	AB – Pass contact details to JM
Events	Double Digits Marketing are unable to do event for Movies in the park in January due to other commitments.	
	JM – Referred to Deliverable Plan for budget spend and details for "community activation". Suggest to Board may need to increase the budget from \$10k	
	WP – Suggested OK to go to \$15k	
	ALL AGREED	
	KT/WP: Looking for a live music activation in Dangar Park. Family friendly event.	
	RH / AB: Suggested To showcase the businesses in the main street in a park event.	
	KT: Stipulated any event must be environmentally friendly	
	ALL AGREED	
	EOI for an event coordinator needed	
	AB – Has a local contact	JM – Consult with Event Organiser and send EOI after Board for family friendly event with live music in Dangar Park budget \$10 – 15k
General business	The Happiness Initiative – Evan Sutter addressed Board. Overview of project for new board members. Lack of knowledge about the BIA a concern when face to face with business owners and no sign ups yet. The database from KD will be useful.  JM – Encouraged all to support this project.  AGM – Due to Covid proposed	KT- Connect Practice Manager and Evan to sign up  ER – Resend emails to Board with details of project sign up  Wp – Sign Form
	postponement to Feb 2022.  ALL AGREED	A11 to go to Dept Fair Trading



	Murals / Street Art – JM referred to Deliverables Plan and \$15k budget allocation RH – Communicating with Indigenous artists for Hamilton.	RH / AB : Liaise for locations for possible murals. Review at next meeting.
	KT: General aesthetic to be agreed by Board	JM – Liaise with CA
	RH/JM: Art can help prevent graffiti	and Bec Murray to confirm commitment with Flying Spanners Gallery and advise Board budget
	Business Beat No. 2 – JM Dec 2 with Police to meet WP at Stag & Hunter corner at 9am	
Review: how did we go?	Productive	

#### **NEXT MEETING:**

Date:	TBA
Time:	4:30PM
Location:	55 Hanbury St Mayfield

# **MEETING CLOSE:**

Time meeting closed:	5.36pm
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