

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

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