



ABN 87421344002 | INC ID 9895536

## BOARD MEMBERS

Name	Abbreviation	Business represented
Wayne Roberts	WR	Iona on Robert
Rhonda Drivas	RD	Wallsend Village
Linda Pinkerton	LP	Spellbound Botanics
Pauline Sellars	PS	Samaritans
Bianca Bartlett	BB	Purple Card Project
Julie Pike	JP	Julie's La Petite
Nathan King	NK	Divalinas

## CN REPRESENTATIVES

Thomas Michel	TM	CN

## GUESTS

Deb Austin	DA	Double Digits Marketing

MEETING OPEN: 5:31pm

MEETING CLOSE: 6:40pm

# MEETING MINUTES

<b>Date</b>	23 May 2023
<b>Location</b>	Iona on Robert
<b>Minute Taker</b>	Victoria Gill, VEM Services

## ATTENDEES

<b>Name</b>	<b>Abbreviation</b>	<b>Business represented</b>
Wayne Roberts	WR	Iona on Robert
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Julie Pike	JP	Julie's La Petite
Nathan King	NK	Divalinas
Pauline Sellars	PS	Samaritans
Rhonda Drivas	RD	Wallsend Village
Thomas Michel	TM	CN
Deb Austin	DA	Double Digits Marketing

## APOLOGIES

Bianca Bartlett	BB	Purple Card Project
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# MINUTES

Item No	Agenda Item	Details	Actions
<b>1. Welcome and Administration</b>			
1.1	Confirmation of Previous Minutes	Moved: Linda Pinkerton Seconded: Rhonda Drivas	Nil
1.2	Conflicts of Interest	No	Nil
1.3	Treasurer's Report	<b>Budget at Bank:</b> April 2023 = \$43 874.12 April 2023 (CBA) = \$36 632.83  WR and LP to co-authorise collation of two accounts into one.	Nil
1.4	Correspondence	a) <b>Public Art Enquiry:</b> Board confirmed that there has not been an artist engaged to complete the artwork mural at Rotunda / toilet block location. The Board have discussed the possibility of doing an EOI for a local artist to create a piece as a legacy for the 150 <sup>th</sup> in 2024. This would be open to all local artists including indigenous but not necessarily exclusively.	Nil
1.5	Matters Arising	None	Nil
	CN Matters	a) <b>Shakespeare in the Park:</b> has received funding for Summer 2023, interested in touring to the suburbs. At previous activations in the City (Pacific Park) there were 200 - 300 attendees. Board discussed the possibility of locations in Wallsend. Rotunda Park would be a suitable location for an intimate event / free or low cost (TM advised \$10 or less) ticketed event to monitor numbers. TM noted that he will contact organisers and correspondence will be circulated to the Board.  b) <b>SBR Applications close on Friday 26 May</b> - Assessment Panel 6 June 2024. TM noted that feedback from the Board before viewing from the assessment panel is suitable.	TM noted that he will contact organisers and correspondence will be circulated to the Board.

		<p>c) <b>Night Galleries:</b> Night Galleries will be moved from the City area and the Board discussed the benefit of placing this in the Wallsend precinct. TM asked the Board to consider lighting, public safety, and attraction. Board could change the artworks / engage community to prepare artworks. Board agreed that it is a great initiative and would be a fantastic icon for the 150<sup>th</sup> event.</p> <p>d) <b>PlayState Murals:</b> TM to liase with Isaac of PlayState and RD about location of appropriate mural site in Wallsend precinct.</p> <p>e) <b>City Intelligence Program:</b> TM explained the City Intelligence Program which can analyse data and determine trading activity and to assist with economic development measures. TM suggested bringing that Board review and provide feedback / ideas for next layers. NK mentioned he thought it would be more detailed or complicated. NK noted to the Board that you can compare different data sets, years / sales / suburbs / traffic; being very handy for business trade statistics. TM noted the limitations of the granular status of the data. Explained that you can't identify general business operation and trades. The Program remains' generalized to the extent of subsector's but does not explicate down to individual businesses. 573 registered businesses in Wallsend.</p>	<p>TM to liase with Isaac of PlayState</p> <p>Board to review the City Intelligence Program and provide feedback / ideas.</p>
<b>2. Outstanding Actions</b>			
2	Nil	-	-
<b>3. Items for Discussion and Decision</b>			
3.1	Events - Wallsend's 150 <sup>th</sup> Celebrations in 2024	WR spoke to Katarina Skoumbas re event planning. KS has decided to step away from the toilet block and stick to the mural on the wall. Sonia Hornery has formed a committee to look over the 150 <sup>th</sup> celebrations to make sure that Wallsend residents and business owners want, is going to be delivered.	WR to report back to Board after attendance.

		WR to attend meeting next Friday 2 June – WR to report back to Board after attendance.	
3.2	Beautification	Beautification Project contract coming to an end. Prior to meeting, JM and WR discussed another quote in which the Board approved at last meeting.	Nil
3.3	Flags / Banners	Nothing to report	Nil
3.4	Website	WR and the Board agreed that they would use the website until the hosting runs out in December 2023, and then decide if Board wishes to update / revitalise. Deb Austin of Double Digits Marketing has been putting content up, so Board to assess progress over coming months.	Nil
3.4	Op Shop Trail	BB not present to provide update	Nil
3.5	Wallsend Handmade Markets	WR and BB have been liaising to hold the Wallsend Handmade Markets on the first Saturday of the Month starting from July 2023. WR noted the importance to keep regular to gain traction and reiterate the regularity of the markets. PS asked whether BB has checked an event calendar of other markets, BB to update on status of markets at next Board Meeting. Board agreed to the regular hosting of Wallsend Handmade Markets.	BB to update on status of markets at next Board Meeting.
3.6	Business Banter	Deb Austin notified the Board of the Business Banter Event on Monday 29 <sup>th</sup> May 5:30pm at Colliery Inn. JP, LP and WR to be present on behalf of the WTBA Board.	JP, LP and WR to be present on behalf of the WTBA Board.
3.7	School Holidays Event	Deb Austin presented a Proposal for the School Holidays Event – Educational Dinosaur Tales in collaboration with the Wallsend Library.  Board reviewed the Proposal from Double Digits and voted unanimous approval.  LP invoice from Deb Austin to prepay.	Nil
<b>4. General Business</b>			
4.1	Welcome to Wallsend Sign	Placemark Architecture and Cultural Heritage - Two Wallsend place-marking signs at the intersection of Cowper and Nelson Streets, Wallsend. Project	Nil

		Services and Fees were agreed to by the Board at the previous meeting. LP paid invoice on 22/05/2023.	
4.2	Social Media EOI	<p>Deb Austin – Double Digits Marketing Action Plan.</p> <p>Deb presented Marketing Action Plan for WTBA which would facilitate the dispersal of local information / resources on WowWallsend social media platforms. Deb’s aim is to link to local businesses and to community promotion. Board agreed this was a good approach, as it creates engagement with our platforms and links with community. Deb noted that she is also in communication with Wallsend Village.</p> <p>Deb outlined key objectives to work with the Board to engage with the community. Deb reiterated the importance of the Board to contribute to the platform.</p> <p>Further Deb noted that 15 businesses to be involved in the promotional campaign. Pre promotion will commence prior to the end of FY. EOFY promotional vouchers includes A1/A3 stickers and DL flyers to go to participating dealers.</p> <p>Deb also noted that Wow Wallsend newsletter to go out first week of June 2023.</p>	Nil
4.3	Budget – End of FY payments	Board agreed to pay in advance Deb Austin of Double Digits Marketing for Social Media Management and the Dinosaur School Holiday Program.	LP to talk to Deb Austin to arrange pre-payment for social media management and School Holidays Program.
4.4	Events	Board engaged in general discussion about the success of the recent Mother’s Day Activation. LP noted that the Board should consider a Roaming Food Truck Event. Board discussed the importance of engaging local food vendors. Board agreed that it needed to be alongside an event to gain traction. RD mentioned music events tied in with food / drink vendors are beneficial. WR noted that a Food Truck Event would be a great collaboration with an	Board to think about further activations and provide update at next Board meeting.



		existing event, i.e. Wallsend 150 <sup>th</sup> . Board to consider further, no actions.	
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**Next Meeting:** Tuesday 27 June 2023 5:30pm