



NIMBIN CHAMBER OF COMMERCE Inc
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MANAGEMENT COMMITTEE MINUTES

Monday 01 May 2023,
At Birth & Beyond Hall

Meeting commenced 1740 hrs
Acknowledgment of Country

1. **MINUTE TAKER:** David Spain
2. **COMMITTEE MEMBERS PRESENT:** Dafydd Hyett [President], Diana Roberts, Peter Hughes, David Spain, Samantha Allen, **Apologies:** Aline Binetruy, Carolione Todd, Nicole Lindner, Wil Polson
3. **CHAIRPERSON:** Dafydd Hyett
4. **NON-CONTENTIOUS ANNOUNCEMENTS & CONFLICTS OF INTEREST**
5. **MINUTES**

Diana / Sammi	That the v 01 draft Minutes from 03-04-2023 be adopted	Carried
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6. **MATTERS ARISING:**

AQ50: There are a lot of good musical & discussion events but promotion has been rather disorganized (although NGT has been good), so ticket sales have been minimal. LCC is putting on a communications person to work with Wil & Tina at LCC's Economic Development section. NCOC's Social Media Strategy (on Facebook page) is available to promote AQ50; Dafydd to liaise with Liz @ Dogwhistle, who can post on Instagram too.

LCC Budget Submission: We need to actively lobby to ensure that our issues (primarily tourism & VIC, village infrastructure improvements) are presented. Diana & Dafydd to liaise with Tina.

Welcome to Nimbin Hoop signs: Mitch is cutting material (tin) to match the southern sign hoops, saying 'Welcome to Nimbin,' as a temporary medium for Mardi Grass. Dafydd will get him to do this tomorrow. After Mardi Grass, permanent arrangements will be made for the southern sign, using Debbie Lee's artwork on the northern sign, with printing by Armsigns.

Digital Business Development: Wil wants feedback on two proposed LCC-financed workshops in June, concerning introduction to optimizing social media postings & websites and maximizing online hits. Diana forwarded his proposal to our members, but we need more LCC notice time to explore such ideas.

Grants: To be *brainstormed at June meeting*.

Village Map: A reprint will be necessary; *adjourned to June meeting*.

EOI for artists, Peace Park toilet; Redcoates: -- *all deferred* in absence of Wil

Presence on visitNimbin website: LCC will not agree to exclude non-NCOC members from a presence on this website, however we can restrict availability of our digital imagery.

NCOC General Meeting: We should plan a meeting with our membership and the community. Adjourned to June.

Communications Staff: NCCI is considering the possibility of appointing a part-time person (3-5 hours per week) to manage its internet communications uploads & maintenance. The committee agreed to approach NCCI offering to pay this same person for two hours per week, to perform a similar role for our material & website, with funding from the SBRVL. There would be a degree of common material, e.g. events.

7. CORRESPONDENCE :

Lismore Events Strategy: A firm has been engaged by LCC and will be visiting Nimbin next Friday. No formal notice from LCC, not enough lead time and a bad day (Mardi Grass). At our next meeting with Tina, LCC will be asked to reschedule this visit.

Chris Clark: Tell him we have a promotions strategy but are not managing visitNimbin website any more, so he should approach LCC's Destinations officer Karen Hirst or become a member of NCOC.

Jane Laverty Business NSW is seeking feedback on Easter trading. Our response is that the weather is nice, roads are repaired and a lot of backpacker visas have been issued, so Easter was busy but staff are hard to recruit and wage loadings inhibit holiday openings generally.

8. BUSINESS ARISING FROM CORRESPONDENCE :

9. FINANCIAL REPORT

The treasurer tabled a financial report. There has been little NCOC activity since last meeting, but there has been substantial activity with the AQ50 funds we manage, including ticket sales (which should have their own accounting category). AQ50 is solid financially, with about \$25k. LCC is contributing \$10k to AQ50 and Janelle Saffin's office has promised \$50k but maybe not until July. At this point a \$36,000 deficit could arise for AQ50, with its reduction dependent on good ticket sales. As regards AQ50 cash outlays (e.g. to buskers), if cash payment is more than \$75 then an invoice with an ABN is required, unless the creditor supplies a hobby form.

We are quite solvent with \$57k of clear funds, but next September we will have to account for this year's SBVRL.

Peter / Dafydd	That the chamber believes it can pay its debt as they fall due. That the financial report be accepted. That the fee paid members joining in May and June remain valid for next f/y	Carried
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10. APPLICATIONS FOR MEMBERSHIP

There have been some applications or verbal commitments:--

Sammi / Dafydd	That, upon supply of an application, evidence of an ABN and payment of membership fees, the following be admitted to membership: Claudia Grati t/as Nimbin Herbs Chris Clarke t/as Small Business Design Loris Bianco t/as Fashionating Ian Gorman t/as Nomadic Catering Jen Harkness trading as Spirit Burrow	Carried
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GENERAL BUSINESS

- 11. Website Migration & Cost:** Diana advised that NCOC has a policy that only currently paid up Chamber members will receive our emails and appear on our website (and the visitNimbin website). We should review that policy before we start work on migrating our website to a Wix platform. Currently there could well be non-financial members on our website (and on the visitNimbin website) and there is possibly a cost for every member we migrate as they don't directly cut and paste into a Wix platform.

Following recent discussions with Cinnamon Pollard (an industry specialist and advisor in this field), and quotes received for website migration, Diana recommended that when we migrate our website to Wix we continue to host the online shop. She is undecided about the events calendar as it will cost to set up and will need to be maintained. Maybe committee volunteers could do it but that hasn't worked well to date. The online shop and the website itself will need maintaining (and built up in the case of the online shop), and a social media strategy used to promote their existence. We have paid Dogwhistle to do the social media element for 6 months but that's on LCC's visitNimbin website, not on NCOC's.

Regarding the events calendar - LCC will be maintaining the events calendar on the visitNimbin website. We could trust them to do a good job and simply feed them the information to upload. If they don't do a good job we could move in the direction of setting up a calendar ourselves. Diana is leaning to that given the cost of set up and keeping it current and Cinnamon has also suggested it could be the best way forward. We still need to forward event information to Council to upload - which we haven't been doing.

Relevant but not important at this stage - it's recommended the events calendar be located on the community centre site, which has the community of interest focus that would be of interest to visitors, whilst the Chamber's is a business focus & look.

Cinnamon Pollard - who has been advising NCCI and by default NCOC - is recommending 2-3 hours per week for our website work. NCOC volunteers & committee haven't stretched to this, and a paid hourly rate isn't clear, but Diana suggested that NCOC's share of this task be added to the position that NCCI is creating to manage its website and social media needs. This would be an annual expense for NCOC but could be paid from the SBRVL. It is too big a job for a volunteer committee person and it needs someone with skills in the area.

Liz from Dogwhistle has now completed migration of the Community Centre and NCOC websites to Wix. The events calendar has been removed from LCC's visitnimbin site to ours. All businesses that are financial members of NCOC are entitled to appear on our website. [RPC is not financial and will be chased).

- 12. Burri Jerome Mural** – Email discussion & decision

Dafydd / David	That the Chamber pay up to \$1000 from SBVRL funds to the NCCI for the restoration of Burri Jerome's indigenous mural at the Cultural Centre	Carried
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Meeting with Tina: 9am Wednesday. Dafydd & Diana to attend

Next Meeting: 05 June 2023, at Nimbin Law (which has warm aircon).
Bringup Agenda: Building Up Online Shop, Contributing to events calendar, Meeting Venues

End 1940hrs