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ANNUAL GENERAL MEETING MINUTES

Tuesday 19 November 2024, at Nimbin Bush Theatre

Meeting commenced 18.30 hrs

Acknowledgment of Country.

1. BUSINESS MEMBERS PRESENT:

David Hyett (Nimbin Bush Theatre), Wick & Rain (Aether Agency), Diana Roberts OAM, Ariescia Matheson, Aline Binetruy (Strategese), Nicole Lindner (Contained in Nimbin Accommodation), Steve Taylor (Nimbin Limousines), Ken Jones (RPC), Denise & Owen Whitney (Mountain Top Coffee/ Nimbin A&I), Kimberley Reikers, Jason Popoutsis & John Reikers (Nimbin Caravan Park), Karen Welsh (Nimbin Artists Gallery), Murray Ing (Community Project), Caroline Todd (Hemp Embassy), Scott & Danielle Vionot (Nimbin Environment Centre), Ryan Dillan (Webster's Group) & Akira (Nimbin Shokudou).

Guests: Karen Hirst, Destination Coordinator Team – Lismore City Council.

2. Chairperson: David Hyett

3. President's welcome.

The president welcomed the members present, representing a wide range of Nimbin businesses at a time when the Chamber has taken many fresh initiatives.

4. Confirmation of new members.

- Nimbin Crystal Tourist Park (*Greg, Vicki, Kimberley and Jason*).

5. Confirmation of the minutes of the last preceding AGM.

- I move that the minutes of the previous Annual General Meeting, held on 20 November 2023 be confirmed as a true and accurate record of the proceedings.

David/ Diana	That the draft minutes of the 2023 AGM, as presented, be accepted.	Carried
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6. President’s and committee reports on the activities of the association during the last preceding financial year; open floor for questions and comments.

Throughout the past year, we have made significant strides in fostering a stronger and more connected business community. Our successful networking events provided valuable forums for local businesses to meet, collaborate, and exchange ideas. Additionally, our partnership with Aether Agency has been instrumental in modernising and streamlining our social media presence and website, ensuring more effective communication and outreach.

This year saw the launch of several impactful initiatives:

1. **Women in Business Program:** A platform dedicated to supporting and empowering female entrepreneurs in the community.
2. **Interagency Project:** A collaborative effort to unite multiple Nimbin community organisations, fostering cooperation and providing a unified voice when engaging with government agencies.
3. **Mural Development and Maintenance:**
 - Comprehensive documentation of all town murals, including artist details, locations, positions, and sizes.
 - Establishment of a local mural artist database to facilitate future projects.
 - Completion of a new mural along the side of the bakery.

We have successfully cultivated numerous community partnerships, including:

- **Nimbin School:** Active participation in the school’s careers fair and open day.
- **Photographic Book ‘Out There’:** Support for the publication of this photographic chronicle of Nimbin.
- **Advocacy and Representation:** Collaboration on Diana’s initiative, including hosting a pre-election meeting at Nimbin Bowling Club, which allowed community members to engage with political candidates on key issues.

Our administration of the Nimbin Business Rate funds has resulted in well-rounded allocations that benefit the entire community:

- **40% - Community Events and Festivals:** Supported events such as the Poetry World Cup, MardiGrass, Fashion Show, and Illuminate Nimbin.
- **30% - Marketing and Promotion:** Key projects included the Nimbin Map, enhancing the visibility of local businesses and attractions.
- **20% - Infrastructure and Beautification:** Streetscape improvements and other infrastructure projects.
- **10% - Business Workshops:** Council-sponsored workshops focused on empowering local businesses, with topics including staff retention and social media management.

Looking forward, we are excited about several upcoming initiatives:

- **Public Speaking Workshop:** Scheduled for February 2025, aimed at enhancing communication skills within the business community.
- **Not-for-Profit Status:** Pursuing formal recognition to open new avenues for funding and support.
- **Roots Festival:** Development of the festival celebrating local culture, creativity, and community spirit.
- **Wellness Tourism:** Ongoing liaison with the council to explore and develop wellness tourism opportunities in Nimbin.

Finally, the Chamber has taken pride in acknowledging the remarkable accomplishments of our members:

- **Mountain Top Coffee:** Winner of the Champion Coffee Award at the Divine Food Festival in Sydney for their Nimbin Blend.
- **Contained in Nimbin:** Recipient of multiple accolades, including the North Coast Tourism Awards, NSW State Business Awards, NSW State Tourism Awards, and National Tourism Awards.
- **Diana Roberts:** Honoured with the Order of Australia Medal (OAM) for her outstanding service to the community.

7. Receive and consider the financial statement under section 26(6) of the Act.

Ariescia Matheson, Treasurer, presented the financial reports and provided the following updates:

- **Grant Funding:** NCOC has rolled forward approximately \$49,000 in grant funding received from Illuminate and Aquarius Funding. Additional grant funding was also secured for Aquarius-related initiatives.
- **Membership Fees:** The billing system has been aligned with the financial year, and membership invoices will be issued in July.
- **Modernisation Plans:** Moving forward, NCOC will explore modernising billing and payment options to enhance efficiency.
- **Small Business Grant:** A \$3,000 small business grant was successfully utilised to fund the Hello Media Social Media Workshop.
- **Mural Expenditure:**
- Current financial holdings total \$115,000, with \$70,000 allocated to rolled-forward grant funds.

8. Election of office-bearers of the association and ordinary members of the committee.

As per section 14.1.1 of the constitution:

- If the number of board nominations is less than the corresponding available positions on the board, the nominated candidates shall be declared elected, and the chairperson of the AGM shall formally declare them duly elected. The following nominees were declared elected to the committee:
- David Hyett
- Diana Roberts
- Aline Binetruy

- Caroline Todd
- Ariescia Matheson

In accordance with the constitution, the newly elected committee will appoint its executive officers, including the President, and assign internal portfolios.

9. Confirmation of Public Officer

Peter Hughes, the current Public Officer, announced his retirement, requiring the appointment of a new Public Officer. David Hyett called for nominations to fill the position.

The responsibilities of the Public Officer include ensuring the membership register remains current and accurate, lodging annual returns with the Australian Taxation Office (ATO), and meeting self-review reporting requirements for not-for-profit organisations to maintain charity status.

Nominee: Diana Roberts

Nominated by: David Hyett

Seconded by: David Hyett

Outcome: Motion carried unanimously.

GENERAL BUSINESS

9. Guest Speaker.

David Hyett welcomed Karen Hirst, guest speaker and Destination Coordinator from Lismore City Council.

Karen provided an update on key developments in the region's tourism strategy, including:

Destination Management Plan

- **Council Endorsement:** The Destination Management Plan was officially endorsed by Lismore City Council on 13 February 2024.
- **Visitor Economy:** Currently, 2% of the visitor economy market visits the Lismore Region, contributing approximately \$10,000 per minute to the Northern Region's economy.

Delivery of the Destination Management Plan

Karen outlined progress on the delivery of the plan, which is guided by five key strategic pillars:

1. **Road to Recovery**
2. **Build the Brand**
3. **Showcase Our Strengths**
4. **Invest in Major Events**

5. Facilitate Growth

Current Initiatives

The team is actively working on several initiatives, including:

- Promoting local businesses and events
- Social media campaigns and “What’s On” campaigns
- Developing new marketing collateral
- Exhibiting Lismore as a key destination
- Launching a new tourism brand and destination imagery
- Creating a dedicated destination website
- Supporting the Nimbin Roots Festival and developing communication plans
- Securing conference bids
- Implementing a Visitor Information Strategy
- Preparing for the Rail Trail Launch
- Organising a major destination campaign and the Rainbow Road Walk with plans to launch the new website and host events in the new year

Presentation of Destination Brand and Imagery

Karen showcased a new marketing video, including the Nimbin landing page for the upcoming destination website.

Questions & Acknowledgments

- **Aline Binetruy:** Acknowledged how proactive Karen’s team has been in promoting the region. She emphasised the importance of continuing to build relationships with local operators to showcase Nimbin’s unique offerings. Aline also reminded attendees to tag content with #visitnimbin to boost online visibility.
- **Greg (Nimbin Crystal Tourist Park):** Inquired about promotional posters and marketing materials for businesses. Karen confirmed that businesses can obtain a suite of promotional materials by reaching out to her team.
- **Steve (Limousine Operator):** Asked if there are plans to market Nimbin in association with the upcoming release of the Aquarius film. Karen agreed this represents a significant marketing opportunity and will be explored further.

10. Open Forum: Business members shared what is new or upcoming with their businesses. Nimbin Environment Centre, Nimbin Hemp Embassy, Aether Agency/ Nimbin Youth Centre, Nimbin Crystal Tourist Park, Nimbin Limousines, Murray Ing (Monaltrie Community Project), Websters Group, Nimbin Shokudou, Nimbin Artists Gallery, Rainbow Power Company and Mountain Top Coffee/ Nimbin A&I.

11. Meeting Ended: 20.30 pm
Next AGM Meeting: November 2025.