

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 19 February 2019 held at 3 Place Farm, Wheathampstead

Present:		
Jo Hailey	Chantal Fisher	Ben Schneider
Julie Bell	Maureen Lamburn	Claire Boyles
Claire Farley	Claire Partington	Richard Brett

Initiatives/Projects/Events

Website development

Claire B summarised the progress she has made with the new website.

- There will be a new domain name: wheathampsteadbusinesses.co.uk
- Visitors to the old website will be redirected to the new one.
- WEB members with particular responsibilities will have their own email addresses; e.g. onlinemarketing@wheathampsteadbusinesses.co.uk

Decisions:

- (a) We shall use Eventbrite for meetings.
- (b) WEB will pay the Eventbrite booking fee (rather than the person attending the meeting).
- (c) The information that Claire P is collecting about businesses will need to be input manually.
- (d) WEB members should be identified in the directory on the new website with a members' badge.
- (e) We shall hold a website launch event at The Reading Rooms at 7.30pm on Wednesday, 10 April. We shall invite local councillors, and we shall try to attract new members at the event.
- (f) The information displayed about each business needs to be reviewed each year, and we shall ask businesses to complete a form if any information has changed.
- (g) As a future development we shall consider how to add comments and/or ratings to the directory of businesses shown on the website.

Action points:

1. Claire B will continue developing the website.
2. Claire F will tell Claire B what information needs to be displayed on the website about Village Day.

Website launch event:

3. Maureen will check the launch event date with The Reading Rooms.
4. Claire B will put the launch on the website as an event and will let others know when this has been done.
5. At the launch Claire B will project the website on to a screen.
6. Julie will write a press release and send it to the Herts Ad.
7. Julie will invite Annie Brewster.
8. Claire F will invite David Johnston.

9. Jo will invite Adam Collis and Iain Begg.
10. Joolz will invite all WEB members.

Radio Verulam

Action point:

11. Jo will follow up with Radio Verulam.

Buy It Locally Campaign (BILLY)

Claire Spake is happy to do the artwork for leaflets if businesses pay her. WEB will pay for the printing of leaflets for regular attendees at Tuesday Turntables. Julie has contact details of printers for the leaflets, if required.

Decision:

We shall make no further changes to the Loyalty Card scheme before the end of the pilot (31 May).

WOW 2019-20 / Database cleansing

Database cleansing has just begun. Maddi is unavailable to help out.

Action points:

12. Claire F will speak to advertisers about placing adverts in the new edition of WOW.
13. Ben will see when it is next possible to apply for a grant from Luton Airport Community Trust Fund to cover the remaining costs of producing WOW.

Email Marketing

Action points:

14. Joolz will continue work on the emails and templates and will produce the template for a newsletter email before next month's meeting.
15. Joolz will incorporate a note about the Facebook group.
16. Claire F will liaise with Joolz over emails about Village Day.

Small Business Saturday

Decision

We need a central location and a champion.

Action point:

17. Maureen will ask Matt Elvidge if he is willing to be the champion for Small Business Saturday.

Preparations for the AGM

Decision

The constitution needs to be amended to reflect safe banking practice, and this should be agreed at the AGM.

Action points:

18. Richard and Ben will liaise over the wording of the resolution to amend the constitution to reflect safe banking practice.
19. Claire B will create an AGM graphic for the website.
20. Claire B will send the graphic to Julie who will print it as a poster and put on local notice boards.

Calendar of Events

Action point:

21. Richard will send Claire B the WEB calendar.

Reports from WEB Officers

Membership / *Pump* adverts

Decision: We need four more *Pump* advertisers.

Action point:

22. Claire F, Jo, Ben and Julie will approach businesses likely to advertise.

Finances

Action point:

23. Ben will set up a Stripe account for payments into WEB.
24. Maureen will begin work on the historic accounts and hope to complete them by the time of the next Tuesday Turntable.

Networking Meetings

Decisions:

- (a) Different people will organise the lunchtime networking meeting each month. Claire McKenna will organise the April and Ginny Cooper the May meeting.
- (b) Maureen will step in if no one else is available to organise a lunchtime meeting.

Social Media

Decisions:

- (a) There will be three posts a month on Facebook Twitter and Instagram about:
 - a. Breakfast meetings
 - b. Lunchtime meetings
 - c. Tuesday Turntable.
- (b) There will additionally be one post a month on a regular attendee at Tuesday Turntable, i.e. a specific member profile.
- (c) We need themes such as *Photo Friday* and *WEB Wednesday*, i.e. for some but not all days of the week.

Action point:

25. Claire B will implement this programme.

General WEB Administration

Publicity and press coverage

No action points.

Any Other Business

Action points:

26. Julie will send Ben WDPS's bank details so WEB can pay WDPS for the bench dedicated to Norman Whitwood.
27. Richard will add Marketing and Branding to future agendas.

Date of next Tuesday Turntable: Tuesday, 16 April 2019 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB